FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

# Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIII. No. 9 TORONTO, CANADA January, 1917

## FOR MORE BUSINESS

The year just gone was a mighty good one for camera sales. Most of our dealers ran away ahead of their record figures of former years, and really it was only in an exceptional case, here or there, that any dealer found difficulty in selling Kodaks and Brownies.

One immediate result of these large sales will be greater demand for film in January and February, following the great sale of cameras at Christmas.

Another result that will follow with equal certainty is a large increase in the making of enlargements, but this result depends on pushing and promotion from you. Because a certain number of your customers buy cameras making small negatives, that does not by any means signify that they would not like to get large pictures, if they were to be got by a simple, convenient method. The focusing cameras with removable backs are proper for enlarging the negatives they originally made, and the booklet "*Bromide enlarging with a Kodak*" will make the working so downright plain to any amateur that he will be able easily to make the large pictures he wants. For V. P. K. negatives you can supply the low priced V. P. K. Enlarging Camera.

The point is just this—your customers want the large pictures, and if you show them how to get such pictures simply and inexpensively, you'll be certain to increase your profits.

# The Farmer and His Kodak

Pictures—like this one—of the youngsters as they are growing up are easy to make in the simple Kodak way. Your Kodak will give you

## Profit as well as Pleasure

for the same Kodak that pictures the youngsters will picture equally well your prize stock and crops, in addition to all the special features that make your farm the home it is.

RICHARD ROE & COMPANY

## Advances in Price

Owing to the increase in cost of materials, we were obliged to advance, December 12th, our selling prices of the following:

### Reversible Backs

**(Regular or Reducing) for Eastman View No. 1 or No. 2, or R. O. C. View Cameras, not including plate holder.**

| | |
|---|---|
| 5 x 7 | $10.00 |
| 6½ x 8½ | 11.00 |
| 8 x 10 | 12.00 |

### Plate Holders: Eastman View and Universal

| | |
|---|---|
| 5 x 7 | $1.25 |
| 6½ x 8½ | 1.35 |
| 8 x 10 | 1.50 |
| 7 x 11 | 1.50 |
| 11 x 14 | 4.00 |
| 14 x 17 | 5.00 |

### Rubber Focusing Cloth

1 yard square, best quality medium weight - - - - - - - $ .60

Discount, 25%.

### Canvas Cases for View Cameras

It was also necessary for us to advance our prices on canvas cases for view cameras:

| | |
|---|---|
| For R. O. C. View, 5 x 7 | $ 2.50 |
| " " " 6½ x 8½ | 2.75 |
| " " " 8 x 10 | 3.00 |
| For Eastman View No. 1, 5 x 7 | 4.50 |
| " " " " 6½ x 8½ | 4.75 |
| " " " " 8 x 10 | 5.00 |
| For Eastman View No. 2, 5 x 7 | 5.00 |
| " " " " 6½ x 8½ | 5.50 |
| " " " " 8 x 10 | 6.00 |
| " " " " 7 x 11 | 7.00 |

Examine your stock of cameras to be sure they all work properly.

## Advance in Albums

We are obliged to advance our selling prices of Albums, to take effect January 1, 1917. Commencing on that date these prices will be as follows:

### The Trojan Album

**Flexible, Embossed Leather with Bronze Finish. 50 Black Leaves. Pocket for Loose Prints.**

| | | |
|---|---|---|
| A | 5 x 8 | $2.50 |
| | Package 12 extra leaves | .18 |
| B | 7 x 11 | 3.25 |
| | Package 12 extra leaves | .25 |
| C | 10 x 12 | 5.00 |
| | Package 12 extra leaves | .50 |
| D | 11 x 14 | 5.75 |
| | Package 12 extra leaves | .60 |

### The Hercules Album

**Flexible Leather Covers, Blended Gray and Black. Pocket for Loose Prints. 50 Black Leaves.**

| | | |
|---|---|---|
| A | 5 x 8 | $3.50 |
| | Package 12 extra leaves | .18 |
| B | 7 x 11 | 4.25 |
| | Package 12 extra leaves | .25 |
| C | 10 x 12 | 5.75 |
| | Package 12 extra leaves | .50 |
| D | 9 x 14 | 6.75 |
| | Package 12 extra leaves | .60 |

### The Tiber Album

| | |
|---|---|
| 5 x 8 | $1.05 |
| Package 12 extra leaves | .18 |
| 7 x 11 | 1.50 |
| Package 12 extra leaves | .25 |
| 10 x 12 | 2.40 |
| Package 12 extra leaves | .35 |
| 9 x 14 | 2.75 |
| Package 12 extra leaves | .50 |

### The Frontenac Album

**Leather Cover, Green, Black or Wine Color. Black Leaves.**

| | | |
|---|---|---|
| A | 50 leaves, 5 x 7 | $1.60 |
| B | 50 leaves, 7 x 10 | 2.30 |
| C | 50 leaves, 11 x 14 | 4.40 |

## The Forum Album

**Flexible Black Leather Embossed Cloth Cover.**

| | | |
|---|---|---|
| A, | 25 black leaves; or N, 25 Sepia, 5½ x 7 - - - | $ .55 |
| B, | 25 black leaves; or O, 25 Sepia, 7 x 10 - - - | .75 |
| C, | 25 black leaves; or P, 25 Sepia, 10 x 7 - - - | .75 |
| D, | 25 black leaves; or R, 25 Sepia, 11 x 14 - - - | 2.00 |
| E, | 50 black leaves, 5½ x 7 - | .75 |
| F, | 50 black leaves, 7 x 10 - | 1.20 |
| G, | 50 black leaves, 10 x 7 - | 1.20 |
| H, | 50 black leaves, 11 x 14 - | 2.40 |

## The Apollo Album

**Watered Silk Cloth Cover, with Pocket for Loose Prints. Black Leaves only.**

| | | | |
|---|---|---|---|
| A | 25 leaves | 5 x 8 | $ .70 |
| B | 25 " | 7 x 11 | 1.00 |
| C | 25 " | 10 x 12 | 1.90 |
| D | 25 " | 9 x 14 | 1.95 |
| E | 50 " | 5 x 8 | 1.00 |
| F | 50 " | 7 x 11 | 1.45 |
| G | 50 " | 10 x 12 | 2.30 |
| H | 50 " | 9 x 14 | 2.50 |

## Souvenir Post Card Album

**Flexible Black Leather Embossed Cloth Cover.**

| | | |
|---|---|---|
| X | 25 black leaves, 10 x 7, for 100 cards - - - - | $ .80 |
| X, R | 25 black leaves, 11 x 14, for 200 cards - - - - | 2.50 |
| X, T | Flexible Black Grain Leather Cover, 25 leaves, 11 x 14, for 200 cards - - - | 4.00 |

Trade Discount, 30%.

## Terms of Sale

Aside from a few lines of goods no longer available, the *Kodak Terms of Sale,* as issued to our customers in January, 1916, will apply to 1917. Dealers who require more copies may have them on request, and assistants should be made familiar with the application and working of these Terms of Sale.

## No More Available

Owing to our inability to procure the lenses from England, we shall be unable to fill further orders for the No. 1 *Special* Kodak fitted with Cooke Kodak *f*6.3 lens.

## Amateur Delivery Envelopes

Increasing cost of stock forces us to advance prices to the figures following:

| | Per 100 | Per 1000 |
|---|---|---|
| No. 1 . . . . . | $ .70 | $6.00 |
| No. 2 . . . . . | .80 | 7.00 |
| No. 3 . . . . . | .95 | 8.50 |

These prices are net, covering envelopes unprinted. For imprinting dealer's own copy, net prices—additional—are:

| | |
|---|---|
| In 5,000 lots . . . | $1.25 per 1,000 |
| In 10,000 lots . . . | 1.00 per 1,000 |

With standard imprint, plus dealer's name and address, net prices are:

| | Order for 1000 | Order for 2000 | Order for 3000 |
|---|---|---|---|
| No. 1 per 1,000 . | $ 8.50 | $ 8.00 | $ 7.50 |
| No. 2 per 1,000 . | 9.50 | 9.00 | 8.50 |
| No. 3 per 1,000 . | 11.00 | 10.50 | 10.00 |

The amateur photographer's guide and everyday companion:

*"How to Make Good Pictures,"*

also a capital business builder for you.

## A New Year Resolution

The great increase in amateur photographic business which has taken place within the last few years has naturally been due to the sale of cameras to "green" amateurs—people who had no previous knowledge of photographic matters. While all Kodaks, Brownies and Premos are equipped with manuals which explain the fundamentals in simple language, there is an abundance of useful information which the amateur can absorb to his advantage, such as that contained in "How to Make Good Pictures," which deals in simple language with the more important processes and gives explicit instruction on how to work them.

The magazine "Kodakery" follows in the same category, but treats its subject in a more journalistic style, amplifying "text book" procedure on various points from time to time. Furthermore, the book is mailed to the recipient monthly, and as it always contains articles of a seasonable nature, serves to keep alive the photographic interest, and draw attention to the possibilities of kodaking under all conditions.

"Kodakery" is sent free for one year to all purchasers of one of our amateur instruments. We advertise that it is sent free, but the customer is not always aware of what he has to do to receive it.

"A New Year's Resolution, to see that the name goes on the dotted line" before he leaves the store, will bring its own reward in sustaining interest—and sales. Mail the coupon to us. We will "do the rest" for our mutual benefit.

## Kodak Employees in the Army

Since the great war began, nearly 100 men have been given leave of absence from this Company to join up with the C.E.F. We shall be mighty glad to have them back with us at an early date. Unfortunately two of our boys will never return, having been killed in action, and several have suffered from wounds and shell shock. The enlistments from Kodak, Limited, of London, in the Imperial forces, according to our last report, amounted to 428, 8 of whom have lost their lives, and many have been wounded.

## New Prices on Goods Supplied by the Folmer and Schwing Division

Beginning January 10, 1917, the following prices will apply to the Folmer & Schwing goods listed below:

### Cameras

| | | |
|---|---|---|
| 3¼ x 4¼ | Speed Graphic without lens . . . . . | $ 48.25 |
| | with B. & L. Kodak Anastigmat No. 2 . | 61.00 |
| | with B. & L. Tessar Series Ic No. 14 . | 77.00 |
| 4 x 5 | Speed Graphic without lens . . . . . | 51.75 |
| | with B. & L. Kodak Anastigmat No. 3 . | 68.25 |
| | with B. & L. Tessar Series Ic No. 15 . . | 85.50 |
| 3¼ x 5½ | Speed Graphic without lens . . . . . | 53.00 |
| | with B. & L. Kodak Anastigmat No. 4 . | 72.25 |
| | with B. & L. Tessar Series Ic No. 15a . | 96.00 |

| | | | |
|---|---|---|---|
| 5 | x 7 | Speed Graphic without lens | $ 63.25 |
| | | with B. & L. Kodak Anastigmat No. 5 | 89.50 |
| | | with B. & L. Tessar Series Ic No. 16 | 117.00 |
| 4 | x 5 | R. B. Cycle Graphic with R. R. Lens in Auto Shutter | 50.00 |
| | | with B. & L. Kodak Anastigmat No. 3 in Volute Shutter | 84.55 |
| | | with B. & L. Protar VIIa No. 7 in Volute Shutter | 118.30 |
| 5 | x 7 | R. B. Cycle Graphic with R. R. Lens in Auto Shutter | 60.00 |
| | | with B. & L. Kodak Anastigmat No. 5 in Volute Shutter | 106.80 |
| | | with B. & L. Protar VIIa No. 10 in Volute Shutter | 141.80 |
| 6½ | x 8½ | R. B. Cycle Graphic with R. R. Lens in Auto Shutter | 73.00 |
| | | with B. & L. Kodak Anastigmat No. 6 in Volute Shutter | 126.20 |
| | | with B. & L. Protar VIIa No. 13 in Volute Shutter | 170.20 |
| 8 | x 10 | R. B. Cycle Graphic with R. R. Lens in Auto Shutter | 95.00 |
| | | with B. & L. Protar VIIa No. 17 in Volute Shutter | 243.90 |
| | | Stereo Graphic without lens | 92.00 |
| | | with pair B. & L. Kodak Anastigmat Lenses No. 3 | 126.50 |
| | | with pair B. & L. Tessar IIb No. 4 | 139.00 |
| | | with pair B. & L. Protar VIIa No. 7 | 194.00 |
| | | with pair B. & L. Series V No. 1 | 120.00 |
| | | Graflex Enlarging Camera | 34.00 |

## Graflex Roll Holders

| | |
|---|---|
| No. 50, 3¼ x 2¼ | $ 8.00 |
| No. 51, 4¼ x 3¼ | 9.25 |
| No. 52, 5½ x 3¼ | 10.25 |
| No. 53, 5 x 4 | 10.25 |
| No. 54, 7 x 5 | 11.50 |

## Graflex Carrying Cases

| | |
|---|---|
| For 1A Graflex | $ 6.50 |
| 3A Graflex | 9.00 |
| 3¼ x 4¼ Auto Graflex | 8.50 |
| 3¼ x 4¼ Auto Graflex and Magazine Holder | 9.25 |
| 4 x 5 Auto Graflex | 9.50 |
| 4 x 5 Auto Graflex and Magazine Holder | 10.25 |
| 5 x 7 Auto Graflex | 13.00 |
| 5 x 7 Auto Graflex and Magazine Holder | 13.25 |
| Auto Graflex Jr. | 6.50 |
| Auto Graflex Jr. and Magazine Holder | 8.00 |
| R. B. Auto Graflex Jr. | 7.00 |
| R. B. Auto Graflex Jr. and Magazine Holder | 8.75 |
| 3¼ x 5½ Compact Graflex | 8.75 |
| 3¼ x 5½ Compact Graflex and Magazine Holder | 9.50 |
| 5 x 7 Compact Graflex | 10.50 |
| 5 x 7 Compact Graflex and Magazine Holder | 12.25 |
| 3¼ x 4¼ Tele. R. B. Auto Graflex | 9.75 |
| 3¼ x 4¼ Tele. R. B. Auto and Magazine Holder | 11.00 |
| 4 x 5 Tele. R. B. Auto Graflex | 11.50 |
| 4 x 5 Tele. R. B. Auto and Magazine Holder | 12.50 |
| 3¼ x 4¼ Revolving Back Graflex | 10.25 |
| 3¼x4¼ Revolving Back Graflex and Magazine Holder | 11.50 |
| 4 x 5 Revolving Back Graflex | 12.00 |
| 4 x 5 R. B. Graflex and Magazine Holder | 13.00 |
| Press Graflex | 15.50 |
| Press Graflex and Magazine Holder | 16.50 |
| Home Portrait Graflex | 16.50 |
| Stereo Graflex | 11.50 |
| Stereo Graflex and Magazine Holder | 13.50 |
| No. 0 Graphic | 5.00 |
| 3¼ x 4¼ Speed Graphic | 7.75 |
| 4 x 5 " " | 8.75 |
| 3¼ x 5½ " " | 8.75 |
| 5 x 7 " " | 10.50 |
| Stereo Graphic | 10.50 |

## Carrying Cases for Graflex Plate Holders

| | |
|---|---|
| For 2¼ x 3¼ | $ 4.50 |
| 3¼ x 4¼ | 6.00 |
| 3¼ x 5½ | 6.50 |
| 4 x 5 | 6.50 |
| 5 x 7 | 7.00 |

## Graflex Focal Plane Shutter for Graphic Cameras

| | |
|---|---|
| 4 x 5 | $24.00 |
| 5 x 7 | 26.50 |
| 6½ x 8½ | 30.00 |
| 8 x 10 | 32.00 |

## Graphic Plate Holders

| | |
|---|---|
| 3¼ x 4¼ | $ 1.25 |
| 3¼ x 5½ | 1.25 |
| 4 x 5 | 1.25 |
| 5 x 7 | 1.50 |
| 6½ x 8½ | 2.00 |
| 8 x 10 | 2.25 |

## Graflex Color Plate Holders

| | |
|---|---|
| 2¼ x 3¼ | $ 5.00 |
| 3¼ x 4 | 5.25 |
| 3¼ x 4¼ | 5.50 |
| 3¼ x 5½ | 6.50 |
| 4 x 5 | 6.00 |
| 5 x 7 | 7.00 |

## Graphic Sight Finders

| | |
|---|---|
| 3¼ x 4¼ | $ 3.00 |
| 3¼ x 5½ | 3.50 |
| 4 x 5 | 3.50 |
| 5 x 7 | 4.25 |

## Supplementary Wide Angle Beds

| | |
|---|---|
| 4 x 5 | $ 9.00 |
| 5 x 7 | 10.00 |
| 6½ x 8½ | 11.00 |
| 8 x 10 | 12.00 |

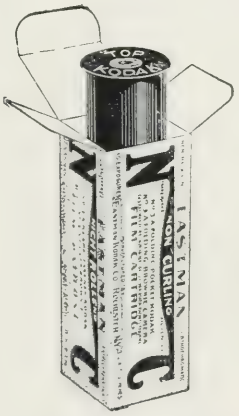
## More "Kinks"

We have lately had a few cameras returned for repairs, when there was nothing wrong but a "Kink" in the cable release. If the shutter doesn't work perfectly, see if the cable release is kinked. Rather than return the camera to us for repairs, wouldn't it be cheaper and far more satisfactory to your customer—more in the line of service, to carry a line of cable releases and try a new one on the camera. Many a "balky" shutter has been pacified by a new cable release.

Try it. It's service.

## On Ordering

Not all Kodak dealers are using the forms we supply without charge for making out their orders, though we have proved to the satisfaction of many customers that these forms are great helps toward overcoming delay and inconvenience arising from indefinite or ambiguous items on orders. Use 'em, please.




The only film fit for a Kodak is

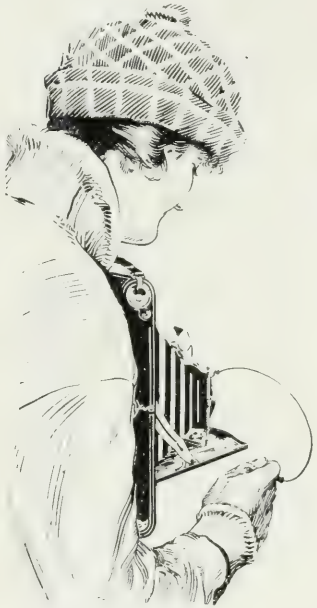
# EASTMAN FILM

*Dependable-uniform-fast.*

Our supply in all sizes is complete—get your picture ammunition here.

RICHARD ROE & COMPANY

Single Column Cut—250B.
Double Column Cut—250A.



Get the story with a

# KODAK

Skating and coasting parties, sleigh rides, all the pleasures that winter provides, fairly challenge your Kodak—*get the story*.

Kodaks from $7.00 up.
Brownie cameras as low as $1.25.

RICHARD ROE & CO.

Single Column Cut—138-B. Double Column Cut—138-A.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

# Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIII. No. 10 TORONTO, CANADA February, 1917

## Advertising To the Farmer—for You

Not even a Philadelphia lawyer could hope to prove that the farmer is not prosperous these days. Certainly every last thing he has to sell is fetching the highest prices known in several generations: his only possible ground for cursing fate is that if he had twice as much to offer he could still get the same fat prices.

Yes—the farmer is highly prosperous. His prosperity will last. He has more money to-day than ever before and can afford to buy practically anything for which he feels the need.

Can we make the farmer appreciate Kodak photography to the full extent? "We" means our dealers, primarily, and ourselves—particularly dealers in the smaller centres and rural communities. Can we create in the majority of farm homes a desire for pictures of the things that interest them, pictures made by any member of the family, without formality or fuss?

The farm-home is essentially the same as any other home: the lure of Kodakery is equally strong in every home, and whether or not we—our dealers and ourselves—win most of the farm homes will depend on how we make the appeal—and how strong, not forgetting that photographs bring financial profit, as well as simple pleasure, to the farmer.

Co-operation will put the matter beyond the region of doubt. You know our "Kodak on the Farm" booklet has brought you many a good sale—it still will be available, brought right up to date. Then there are the other booklets, "At Home with the Kodak," "By Flashlight," abridged catalogues, etc., all of which are machine-gun ammunition for the close work. The heavy artillery fire will be provided by us in a strong advertising campaign directed to the farm houses, using the best and most effective mediums.

You can co-operate by a discriminating distribution of the booklets, but the best way to team up will be for you to carry the

message where we may fail to reach—your local newspaper can be used to supplement our Dominion-wide advertising.

Every Kodak dealer appreciates the continuing sales and profits that follow every camera sale—can he do better than to advertise locally that line of goods that ensures to him a continuous string of sizeable and profitable sales?

Providing "copy" is a bugbear to many a merchant and often deters him from changing his advertisements with proper frequency, thereby tending to lessen the effectiveness of his advertising investment.

Cuts to illustrate your ads can be had for the asking (order by number from the cut sheet) and every issue of the Trade Circular will contain an appropriate advertisement, similar to the farm ads offered in recent numbers. Further, we shall be happy to supply a regular series of pithy ads, if you will let us know in ample time, with particulars as to size and number wanted. Your Kodak-Farm copy will then always be ready without any bother for you.

Our campaign will begin early in the spring. Of course, returns will materialize soonest to those dealers who have done some preliminary preparation in the local field, so you'll be making no mistake to start your local campaign right now.

A year from now the farm homes that have no Kodak or Brownie should be few and far between. The number of non-Kodak homes in your vicinity will be determined by your efforts, for the business is to be had and co-operation will get it for yourself and for us.

## Returnable Film and Paper

Perhaps not all dealers—especially new dealers—know about the arrangements we make for credit on old film, film packs and paper, so we are again explaining the matter.

Films, film packs and paper which have become too old to deliver safely to customers, may be returned to us, in Toronto, freight or express charges paid, and a *credit in exchange,* of 40% of the list price will be given, provided the film or film packs are returned within three months after the expiration of time limit as stamped on cartons; printing-out and developing-out papers, within thirty days from expiration of time limit, and the quantity returned is not excessive—in our judgment.

The inconvenience of returning exhausted stock and the unpleasantness of customer complaints may be avoided if your clerks will take the responsibility of always keeping the oldest stock to the front, where it will be used first. In this way you are continually turning it, and eliminating obvious trouble.

## The Point of View

It has been said, and truthfully, that a man may get so close to his own business that he will fail to accurately see the viewpoint of his customers.

This may be so with us, though we have received no criticisms or suggestions to that effect, but just because we are apparently sailing

on a smooth sea we are not filled with a spirit of false complacency.

We have never felt that placing the goods on your shelves ended our responsibility. We have felt it our duty, from economic motives, if you please, to do everything in our power to help you to get our goods off your shelves so we could fill them again with our products. In other words, we have tried to sell you *service* as well as merchandise.

In our organization we think Kodak and photography, and naturally to the exclusion of everything else.

Some of you handle photographic supplies exclusively, while on the other hand, Kodaks and photographic supplies are but one of many lines carried by some of you.

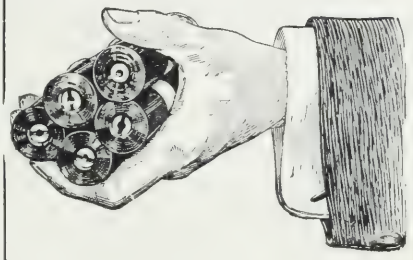
The point is this: In our enthusiasm for our own line we may have failed to grasp your view as a dealer in a number of different products.

A vast quantity of advertising matter is wasted annually because the dealer does not make use of such matter when sent him by the manufacturer. In some cases this is due to carelessness, or inefficient management on the part of the retailer, but sometimes it is due to the fact that the matter sent by the manufacturer will not fit in with the dealer's proposition.

Our catalogues, booklets, showcards, cuts for your newspaper advertising and other dealer aids are prepared thoughtfully and with the greatest of care, so that they may be just right for the purpose.

What we want to know is this: Are you making the best use of the advertising matter we are sending you—and if not, why not?

It is of course obvious that we can not supply special matter to meet the needs of any one dealer for some one special occasion, but we do want to do the greatest possible good for the greatest possible number, and we earnestly invite criticisms and suggestions that will increase the value of our *service*.



***Your film is in good hands here.***

Developed by the tank system recommended by the Kodak Company; prints made by experts who know how from years of experience—the result is *results*.

RICHARD ROE & CO.

Single Column Cut 271-B.
Double Column Cut—271-A.

## The Duotone Folder

Here's something every dealer has long been anxious to get, because his customers have been asking for it right along.

There's a ready-made demand for an amateur folder mount of a character distinct from professional folders, yet possessing the appearance and reality of true quality. The Duotone amply meets the requirements. The stock used is a pleasing shade of buff, which goes equally well with prints in Sepia tone or Black and White, and thus there's no difficulty about stocking adequate quantities of two or more colors.

The prints are placed by slipping them under a retaining flap, and as the illustration above shows, there's a neat sunken border around the picture.

These folders will sell right speedily, therefore you should order early.

### Prices

| No. | For Prints. | Per 50 | Per 100 |
|---|---|---|---|
| 0 | 1⅝ x 2½ | $1.85 | $3.50 |
| 1 | 2¼ x 3¼ | 2.10 | 4.00 |
| 1A | 2½ x 4¼ | 2.35 | 4.50 |
| 2C | 2⅝ x 4⅞ | 2.60 | 5.00 |
| 3A | 3¼ x 5½ | 2.85 | 5.50 |

Trade Discount, 25%.

## Listed Right

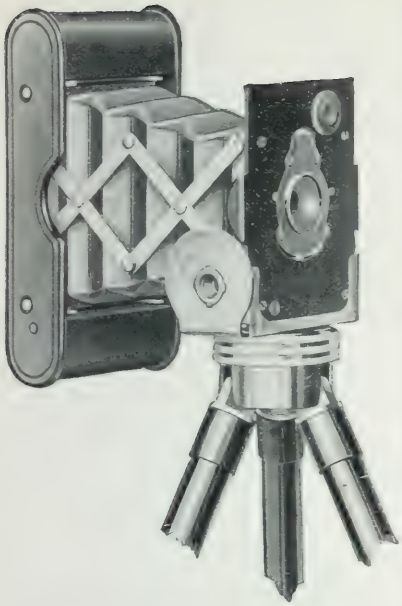
Your Condensed Price List is right and when we told you on page 10 of the November *Trade Circular* to add to the No. 8 Portrait Attachments and Filters, No. 2A Folding Cartridge Premo, with single lens, we were wrong. This camera takes the No. 3 Portrait Attachment and Filters, with either single or double lens, as it is listed in your Price List.

## Tell Your Customers

They say mistakes occur even in the best regulated circles. The Kodak organization is one of the best regulated concerns because mistakes do occur—some process of reasoning, isn't it?

Here's one mistake—on page 23 of our current Velox Booklet, in the formula for making up the hardening solution, Sulphate of Soda is specified instead of Sulphite. The printer is to blame—but please point out the correction to your customers.

**Contrast Velvet Velox—the paper for weak, lifeless negatives.**



**Showing Adapter in use with Metal Tripod.**

## Vest Pocket Kodak Tripod Adapter

The Vest Pocket Kodak is so small and compact that it was impractical to put tripod sockets in the camera itself. As there has been a very considerable demand for some means of using a tripod with the Kodak, we are now prepared to supply for this purpose, the Vest Pocket Kodak Tripod Adapter. This simply slips over the front standard of the Kodak and may be used in either the vertical or horizontal positions.

The adapter may be instantly detached when not in use.

### Price

Vest Pocket Kodak Tripod Adapter $ .50
Discount, 33⅓%.

A really and truly automatic booster of sales—

# Kodakery

Every amateur photographer, whether he be a mere beginner or more experienced, can learn from this magazine how to make better pictures.

The better pictures he can make, the more of them he will make — the better customer he'll become.

See that for every camera sold, the Kodakery subscription form is filled out and sent in right away.

## Chemicals

### Kodelon

We are glad to announce a further reduction in our selling prices of Kodelon, and from January 26th until further notice these prices will be as follows:

| | | |
|---|---|---|
| 1 oz. | bottle | $ .90 |
| ¼ lb. | | 3.25 |
| ½ lb. | | 6.25 |
| 1 lb. | | 12.00 |

Discount, 33⅓%.

### Hydrochinon

On January 18th we made a further reduction in the prices of Hydrochinon:

| | | |
|---|---|---|
| 1 oz. | can | $ .30 |
| ¼ lb. | can | .85 |
| ½ lb. | can | 1.60 |
| 1 lb. | can | 3.00 |

Discount, 33⅓%.

### Photo Paste

We are compelled to advance the prices of Photo Paste, and while the list prices remain the same, the discount will be 33 1-3% with no quantity discount. This became effective January 18th, 1917.

## Advance in Price

Owing to present conditions, we are obliged to advance the prices to the dealer of the following:

### Bulbs and Tubes

| | | |
|---|---|---|
| No. 1 | Each | $ .25 |
| No. 2 | Each | .30 |
| No. 3 | Each | .40 |

Trade Discount, 25%.

### Rubber Tubing

Per foot ..... $ .08

Trade Discount, 25%.

### Rounds Print Washers

| | |
|---|---|
| Small size | $17.00 |
| Large size | 40.00 |

Discount, 33⅓%.

## New Contrasts of Azo F.

As is generally known, the stock of Azo C—Glossy—has a bluish or pensé tint, which renders it not so desirable for certain kinds of work as a paper with a natural white stock.

For some time we have had Azo F—Glossy—on the market in the Hard contrast, and we are now ready to fill orders for Azo F in the full range of contrasts—Soft, Hard and Hard X. This is Single Weight stock.

The Double Weight of Azo C has always been on a white stock, without the tint of Azo C Single Weight, so that in reality the Double Weight of Azo C is the Double Weight of Azo F, but we shall not at this time rename the Double Weight, as should in strictness be done.

## In Case of Dissatisfaction

When a customer is not satisfied with any of our sensitized products, the fair thing for him to do is not to blame the dealer, but to write us at once, with prints or negatives showing the trouble or alleged defect, sending at the same time some of the unexposed material to allow an opportunity of thorough investigation. Please, in the common interest, do your best to get your customers to follow the advice set out here. If any photographic material

is brought to you and you particularly wish to be of service to your customer you can send it in to us, but in that case do not replace the goods until we can give the paper a thorough test. At any rate we prefer to make all replacements.

In these tests, we often find that the paper is in perfect condition, but that all the trouble lies in selecting the wrong degree of contrast. This may be the customer's fault, but if a customer asks for "regular" and you are out of the size he wants, don't suggest "special" or "contrast," but sell him a size of "regular" that will cut in two and answer his purpose, or try a different surface with the degree of contrast he wants.

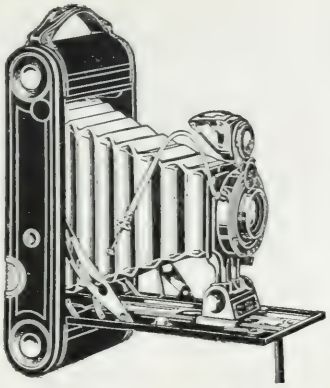
Obviously the best solution to this problem is to keep always stocked up on the amateur sizes that are most used.

## The Correct Cut

Among your customers, there are a few who know the Kodak line mighty well; know a certain camera when they see it in your advertisement, and know it if the camera you illustrate does not correspond with your advertising "copy."

Advertising has to be directed at the man who knows, as well as the man who does not know, and so it pays to check up the accuracy of your printer and make sure that you illustrate a Kodak when you are advertising a Kodak. The way to avoid the embarrassment of getting a Premo cut in a Kodak advertisement, for example, would be to insist that your printer submit a proof to you before he is allowed to run the advertisement. This will give you the chance to catch errors in cuts, spelling and in layout.

Try it and see how it works out.



# No. 2-C Autographic Kodak Jr.

PRICE $12.00

The newest of the Kodaks makes pictures in a brand new size (2⅞ x 4⅞ inches). It fits the pocket.

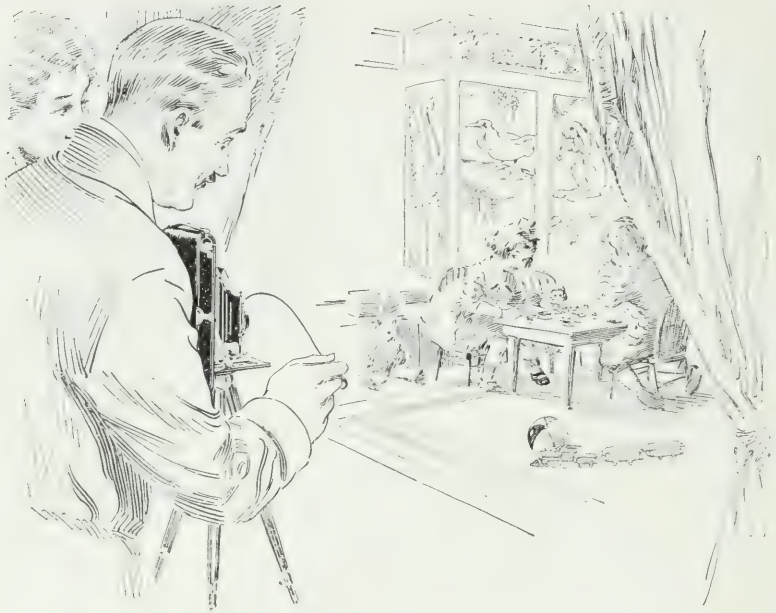
We would like to show you what this camera can do and why it can do it.

**Other Kodaks from $7.00 up.**
**Brownie cameras from $1.25 up.**

RICHARD ROE & CO.

Single Column Cut—209-H.
Double Column Cut—209-G.

"Th' ranks o' th' down and out are filled with men who nailed a horse shoe over th' door instead o' puttin' an ad in th' newspaper." —*"Abe" Martin.*



Pictures of home scenes that, print by print, will comprise a veritable household history are so easy to make with a

# KODAK

and then, too, there is a pleasure in the making.

We would like to give you a copy of the little booklet "At Home with the Kodak." It tells you how to make pictures indoors.

Kodaks from $7.00 up.
Brownie Cameras from $1.25 up.

RICHARD ROE & COMPANY.

Single Column Cut 142-B. Double Column Cut 142-A.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

# Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIII. No. 11 TORONTO, CANADA March, 1917

## AT KODAK HEIGHTS

Since February 10th, our whole establishment has been at our new factory, pictures and description of which have been given from time to time in the KODAK TRADE CIRCULAR.

Kodak Heights is located on the Weston Road, Corner Eglinton Ave., about three quarters of a mile beyond the Toronto city limits.

We shall be glad to see our customers in our new home. To get to Kodak Heights, take a westbound Dundas car of the Toronto Railway service at the Corner of Queen and Yonge Sts. The end of the Dundas run is at the Corner of Keele and Dundas Sts., which is the starting point of the Toronto Suburban service, on which a ride of 12 minutes will bring you to Kodak Heights. Simply tell the conductor or motorman on the Suburban line that you want to get off at Kodak Heights.

All mail matter should be directed to Toronto as heretofore, while freight and express shipments should be directed to West Toronto.

## Your Photographic Department

Take a few minutes to figure out the profit yielded by your photographic department and you will soon see that it is one which is well worth pushing. You will find that you can make no greater mistake than to treat photography merely as a "side-line."

Liberal discounts are the first big consideration. You receive 32% on Kodaks, Brownies, Premos and Graflex cameras and liberal discounts on films and paper and an equitable system of price maintenance protects your profits!

Then remember that the Kodak line appeals to everyone. Men and women, boys and girls, can all use the Kodak. There is such a long range of prices that you have something to offer everyone who comes into your shop. There is a No. 3A Special at $66.00 for your wealthiest customer and so on down to the Brownies at a few dollars for the school children.

Besides selling easily, Kodaks are easy to stock. They take up very little room and look well both on your counters and in your windows. In the matter of display, you are helped by Kodak Signs; these are generally acknowledged to be the best window-dressing material obtainable by either the druggist, optician, or other merchant.

The strongest reason of all for pushing Kodaks lies in the fact that every sale you make leads to many others. Sell a man a Kodak to-day and you will keep on selling him films and supplies for years to come. Now is the time to make your plans!

## Small Town—Big Town

Some small town dealers think there is only so much business to be done anyway, and that it will come to them of its own accord. The brother in the big town thinks rentals are high and competition is keen, and wishes himself in the small town.

What are the real facts? Neither is making the most of his opportunities. The small town man knows and is known by everyone. He can conduct his business on a personal basis which is almost impossible in a big town. He can send out thirty or forty booklets with a covering letter which is sure to have a careful reading. He knows the date of the wedding of the mayor's daughter, and when the doctor's youngest son is leaving home for school.

The dealer in a big town has thousands of people around him to whom a well-dressed window acts like a magnet. He has newspapers coming out morning and evening. He can see how his fellow merchants use the advertising space in these papers and how they make it bring them business day after day.

Dealer in small town and dealer in big town—you both have your opportunities! But you must both make an effort, and you have to think what form that effort shall take.

## The Duotone Folder

an amateur mount that your customers want and will buy readily.

## Check Your Orders

Code orders should have your careful attention and often an extra two minutes spent in checking them, saves a lot of trouble and expense in untangling the mistakes which every one of us is bound to make, unless we double check ourselves.

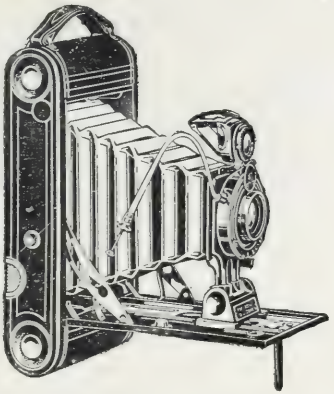
Here is a case in point: A dealer wanted 2 dozen plates but instead of making it perfectly clear, he used a code word and "twenty-four." The best we could do was to interpret it as 24 dozen plates.

This happens on various classes of goods where our unit consists of a package containing several pieces of merchandise.

It is necessary to interpret dozens of similar, indefinite items every day and to send out a lot of notification cards on others which we cannot safely interpret. So please check your code orders and written orders carefully and thereby save you and us, trouble and expense.

## Sign Your Orders

Every few days we receive orders, without the dealer's signature, or without anything to indicate who sent them. It is not difficult to imagine that this not only puts us in a very embarrassing position, but gives no end of trouble to find out from whence the orders came. Some of these unsigned orders, we are able to trace and make shipment of the goods with a certain degree of assurance that they are right; others cannot be traced at all, but whether they can or can not be identified, there is bound to be delay and all this reflects on us.

# No. 2C Autographic Kodak Jr.

Price, $12.00

The camera that made a stir in the photographic world not only because of the new size picture it makes (2⅞ by 4⅞ inches) but also because such generous picture proportions have been obtained in a camera so easily pocketed.

Have you seen it?

RICHARD ROE & COMPANY

Single Col. Cut—209H.
Double Col. Cut—209G.


Please be sure that every order you send in is properly signed so that the goods may be handled without delay.

Azo F, a glossy surface on a white stock — available in Soft, Hard and Hard X Contrasts. See last issue for further particulars.

## Chemicals

### M. Q. Restored

Every dealer will be glad that on February 22nd we restored to the market Eastman M. Q. Developing Powders. The higher cost of ingredients compels advances in price as set out:

Eastman M. Q. Developer Powders—Paper wrapped:—

Carton of 6 Powders, each - $ .38
Carton of 12 Powders, each - .75

Eastman M. Q. Developer Powders in tubes:—

Carton of 100 Tubes, each - $7.50

Kodak Non-Abrasion M. Q. Developer Powders:—

Cartons of 3 Tubes, each - - $ .38
Trade Discount in any quantity, 33⅓%.

### Citric Acid

We are forced to advance our quotation on this Acid, as follows:

1 oz. bottle - - - - - $ .20
¼ lb. bottle - - - - - .60
½ lb. bottle - - - - - 1.00
1 lb. bottle - - - - - 1.85

Trade Discount, 25%.

### X-Ray Developer Powders

The sale of Seed X-Ray Plates is growing rapidly, and there has arisen a demand for prepared developers, which we are meeting with the following:

6 Powders, enough to make 72 ozs. of developing solutions all told - - - - - - $ .90

Carton containing enough developer to make—

128 ozs. of solution - - - $1.20

Trade Discount, 33⅓%.

Please note the difference between these two new offerings and specify exactly which is desired in your orders.

### Sodium Bisulphite

1 lb. bottle - - - - - $ .35

Prices on other sizes and Trade Discount, 33⅓% remain unchanged.

## Price Advances

Effective March 6th.

V.P.K. Enlarging Camera - - $2.00
Brownie Post Card Enlarging Camera - - - - - - 2.00
No. 2 Brownie Enlarging Camera - - - - - - - - 2.50
No. 3 Brownie Enlarging Camera - - - - - - - - 3.50

Trade Discount, 25%.

Standard Tripod - - - - 2.00
Flexo Tripod - - - - - 1.15

Trade Discount, 25% in any quantity.

Transparent Trimming Gauge for No. 1 and 2 Kodak Trimming Boards - - - - $ .25

Trade Discount, 33⅓%.

11 x 14 Kodak Dry Mounting Press (electric). Excessive cost of electric heating units, forces an advance as below: —

New List Price - - - - $70.00

Trade Discount, 20%.

No change in price of gas heated press.

No. 12 Premos, fitted with B. & L. Kodak Anastigmat Lens and Compound Shutter - - $35.00

Trade Discount, 32%.

### Discontinued

Our stock of 3¼ x 4¼ Film Plate Premos is exhausted and their manufacture has been discontinued.

### New Size of Drimounts and Inslips

For prints 7 x 12—size outside 11½ x 16½.

| | Per 100 | Per ½ doz. |
|---|---|---|
| Inslip L - - - | $13.50 | $1.25 |
| Drimount L - - | 6.75 | .50 |

No change in Trade Discount.

### Correction

The prices quoted on page 9 of November issue for Drimounts in lots of 50 should have been for lots of 100. Please note this.

## New Size of Eastman Dental X-Ray Films

On account of numerous requests for dental films in the 1½ x 2 inch size, we have decided to supply these in addition to the three other sizes. They will be designated as No. 1B.

Dentists and Roentgenologists use the different sizes for certain specific work and it is advisable to always keep stocked, especially on the sizes your customers require. It may be they will find this new size more suitable for general use, than the ones they are now using.

For the information of dealers who are not thoroughly familiar with the sizes and prices of Eastman Dental X-Ray Films, we are repeating them:

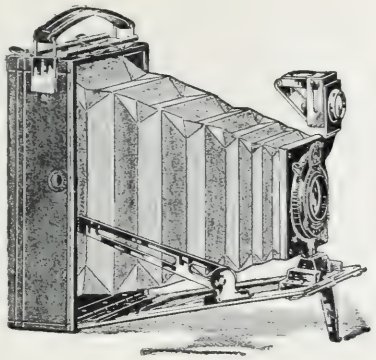
## Prices, Eastman Dental X-Ray Films

| | |
|---|---|
| No. 1, 1¼ x 1⅝ inches per dozen pairs - - - - - | $ .65 |
| No. 1A, 1½ x 2¼ inches per dozen pairs - - - - - | 1.10 |
| **No. 1B, 1½ x 2 inches, per dozen pairs - - - - -** | **1.10** |
| No. 2, 2¼ x 3 inches, per dozen pairs - - - - - - - | 2.30 |

Discount 25%.

## The Velox Book

costs you nothing, for we gladly supply them in any reasonable quantity, but it can do a whole heap of good in saving your time, by the fact that it explains in ample detail most of the questions that the amateur bothers about.



A superior camera for superior pictures

# Premoette Jr.

No. 1A, *f*.7.7.

A 2½ x 4¼ camera that's just a trifle larger than the pictures it makes, that is fitted with genuine anastigmat lens, that can be easily used by a beginner, and that is so light and compact that it can be conveniently carried anywhere.

Price, $14.00

Step in and let us show you this popular daylight loading camera.

JOHN DOE & COMPANY

1234 PREMO STREET

Cut No. 343-D.

## SUNDRIES YOU SHOULD STOCK AND PUSH AT THIS SEASON

*Tripod Adapter for V.P.K.*
*Velox Water Colors.*
*Automask Printing Frames.*
*Metal Film Clips.*

## Advance in Prices—Effective March 6th

| | 4 x 5 | No. 3A 3¼ x 5½ | 5 x 7 |
|---|---|---|---|
| Premo No. 8 with Planatograph Lens, Kodak Ball Bearing Shutter, Carrying Case and Plate Holder | $15.00 | $16.00 | $ 20.00 |
| Do., with Kodak Anastigmat Lens f.7.7 | | 21.00 | |
| Premo No. 9, with Planatograph Lens, Kodak Automatic Shutter, Case and Holder | 32.00 | 32.00 | 37.00 |
| Do., with Kodak Anastigmat Lens f.7.7 | 37.00 | 37.00 | |
| Do., with Kodak Anastigmat Lens f.6.3 and Optimo Shutter | 60.00 | 60.00 | |
| Do., with Bausch & Lomb Kodak Anastigmat Lens f.6.3 and Optimo Shutter | 66.50 | 66.50 | 85.50 |
| Premo No. 10 with Planatograph Lens and Kodak Auto Shutter, Carrying Case and Plate Holder | | | 65.00 |
| Do., with Bausch & Lomb Kodak Anastigmat Lens f.6.3 and Optimo Shutter | | | 114.00 |
| Do., with Bausch & Lomb Protar VIIA Lens f.7 | | | 146.00 |

Trade Discount, 32%.

| | 5 x 7 | 6½ x 8½ | 8 x 10 |
|---|---|---|---|
| R.O.C. View with Case and Holder | $17.00 | $19.00 | $21.00 |
| East. View No. 1 with Case and Holder | 25.00 | 28.00 | 30.00 |

| | 5 x 7 | 6½ x 8½ | 8 x 10 | 7 x 11 |
|---|---|---|---|---|
| East. View No. 2 with Case and Holder | $35.00 | $38.00 | $40.00 | $45.00 |

Carrying Case for No. 2A Cartridge Premo — $1.10

Trade Discount, 30%.

Premo Negative Rack No. 1 — $ .20
Do., No. 2 — .25

Trade Discount, 30%.

Carrying Case for No. 2A Box Brownie — $1.00

Trade Discount, 30%.

## Price Advances on Kodak Carrying Cases Effective February 20th

| | |
|---|---|
| Grain Leather Case, velvet lined, for Vest Pocket Autographic Kodak Special | $ 2.00 |
| Imported Satin Finish Leather Case for same | 3.00 |
| Tan Leather Carrying Case, with Loop, for same | 1.75 |
| Leather Hand Carrying Case, with Shoulder Strap, for No. 1 Autographic Kodak Jr. or No. 1 F. P. Kodak | 2.50 |
| Do., for No. 1A Autographic Kodak Jr., No. 1A Autographic Kodak and No. 1A R. R. Type | 2.75 |
| Do., for No. 2C Autographic Kodak Jr. | 2.75 |
| Do., for No. 3 Autographic Kodak | 2.75 |
| Do., for No. 3A Autographic Kodak | 3.50 |
| Long Grain Leather, velvet lined Case with Strap, for No. 1 Autographic Kodak Special | 3.25 |
| Grain Leather Case, velvet lined with Strap, for No. 1A Autographic Kodak Special | 3.50 |
| Do., for No. 3 Autographic Kodak Special | 3.50 |
| Do., for No. 3A Autographic Kodak Special | 4.25 |

| | |
|---|---|
| Leather Hand Carrying Case with Shoulder Strap for No. 1 Panoram Kodak | 3.75 |
| Do., for No. 4 Panoram Kodak | 4.50 |
| Sole Leather Carrying Case and Shoulder Strap for Premoette Jr. No. 1, 2¼ x 3¼ | 1.60 |
| Do., for No. 1A, 2½ x 4¼ | 2.40 |
| Do., for Premoette Sr. No. 1A, 2½ x 4¼ | 2.50 |
| Do., for Premoette Sr. No. 3, 3¼ x 4¼ | 2.50 |
| Do., for Premoette Sr. No. 3A, 3¼ x 5½ | 3.25 |
| Grain Leather Velvet Lined Case, with Strap, for Premoette Jr. No. 1 Special | 2.40 |
| Do., for Premoette Jr. No. 1A Special | 2.75 |
| Sole Leather Case with Shoulder Strap for Film Premo No. 1 3¼ x 4¼ | 2.50 |
| Do., 3¼ x 5½ | 3.25 |
| Sole Leather Case for Pocket Premo C 3¼ x 5½ | 3.25 |
| Sole Leather Case with Shoulder Strap for Filmplate Premo 3¼ x 4¼, 1 Plate Holder or Adapter | 3.00 |
| Do., 3¼ x 5½ | 3.50 |
| Grain Leather Velvet Lined Case, with Shoulder Strap, for Filmplate Premo Special, 3¼ x 4¼, 1 Plate Holder or Adapter | 4.50 |
| Do., 3¼ x 5½ | 4.90 |
| Sole Leather Case for Premo No. 9 and 5 Plate Holders, 4 x 5 | 6.00 |
| Do., 3¼ x 5½ | 6.00 |
| Do., and 4 Plate Holders, 5 x 7 | 7.50 |
| Sole Leather Case, velvet lined, for Premo No. 10 and 6 Plate Holders, 5 x 7 | 12.00 |
| Grain Leather, velvet lined Case, for Premo No. 12 | 3.25 |

Trade Discount on all of above, 30%.

On all Leather Cases for Kodaks and Premos, not included above, our selling price is advanced 50%.

## To Dealers Who Want to Grow.

Have you looked for the Kodak farm copy that is appearing in all the good publications of heavy circulation among the farmers and in small towns? Just bear this in mind and keep posted on the various forms in which we are sending the message of Kodakery for your especial benefit. Our success depends on your success, so we must send the enquiries to you. Be prepared to make the most of every prospect that comes your way.

Doesn't this sketch suggest the hundred and one chances for pictures in *your* home? Make the most of them with a

# KODAK

What we should like to do is to put a Kodak or Brownie in your hand and let you see for yourself what a complete yet simple working instrument it is.

**KODAKS from $7.00 up.**
**BROWNIES as low as $1.25.**

RICHARD ROE & COMPANY

Single Col. Cut—B 144. Double Col. Cut—A 144.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

# Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIII. No. 12 TORONTO, CANADA April, 1917

## TEAM UP! TEAM UP!

Our Campaign of advertising to the farmer in the publications that constitute his favorite reading is now well under way.

This Spring Drive of ours is certain to produce results, but more and greater results will be forthcoming to dealers who team up with us.

We are content to do the heavy work, but trust to you to see that the message reaches the remotest farm-home in your district, and to supplement our message by the sort of co-operation only the man on the spot can give. Your assistants know about the campaign from The Kodak Salesman, but, all the same, remind them.

*Team Up! Team Up!*

## Enclosures

The last number of the *Kodak Trade Circular* (March) advised you that we were duly installed in our new plant at Kodak Heights, located several miles from the centre of the city.

Since getting into our new home, correspondence has come up with several of our customers, who ordered goods from other houses to be sent to us for enclosure with a shipment of Kodak goods, with the result that some of the other houses were unwilling to deliver their parcels.

We simply wish to remind you by this article that we are located outside of the City limits, which fact you should bear in mind in your shipping directions.

## Caution Notice

With all Film Clips we are sending the important warning shown below, and you'll do well to impress its importance on your assistants, who should pass the information along to your customers:

IMPORTANT

After using film clips in developing or fixing solutions, *rinse them well in clean water* and dry them before putting away.

Hypo from an acid fixing solution, if allowed to dry on the clips, will corrode the metal, and impair their efficiency.

CANADIAN KODAK CO.,
Limited.

## Discontinued

We have taken off the market Artura Non-Curling in both weights and all three contrasts and cannot fill any further orders for this grade of paper.

Our stock of 4 x 5 Maple Leaf Trays is exhausted; and we are discontinuing this size, the place of which is well filled by the 4 x 6 and 3A (shallow) sizes of the same line of trays.

## Changes in List Prices and Discounts

No. 1 Eastman Single Print Roller—

List Price .....$3.00
Trade Discount 25%.

Potassium Bromide prices reduced as follows—

| | |
|---|---|
| 1 oz. Can | $ .20 |
| ¼ lb. Can | .60 |
| ½ lb. Can | 1.10 |
| 1 lb. Can | 2.00 |

Trade Discount 25%.

No. 2 Kodak Dark Room Lamp—

List Price unchanged.
Trade Discount 33⅓% straight.

The Eastman Scale—

List Price .....$4.50
Trade Discount 33⅓%.
Dozen Lots 40%.

Candles for Kodak Lamp—

List Price, per dozen.....$ .40
Trade Discount 40%.

Film Pack Developing Hangers—

List Price, each.....$1.50
Trade Discount 25%.

Metal Tripods—

List Prices unchanged.
Trade Discount reduced to 25%.

Leather Shoulder Straps for Premo Carrying Cases—

| | |
|---|---|
| ½ x 52 inches | $ .60 |
| ⅝ x 52 inches | .75 |
| ½ x 60 inches | .60 |
| ⅝ x 74 inches | .75 |

Trade Discount 30%.

Tan Straps for View Cases—

| | |
|---|---|
| 34, 40 and 44 inches | $ .60 |
| 52, 60 and 74 inches | .75 |

# AN ECONOMICAL DEVELOPER

The return of Spring has brought us a good many enquiries from dealers as to the best developer they can procure for use in the deep Film Tank formulæ.

Of course, these enquiries come from dealers who have no supply of Elon, and we think this is the opportune time to remind our dealers of what was said about Tozol on page 3 of *Kodak Trade Circular* for December, 1916—that in the deep tank formulæ Tozol could be satisfactorily substituted by taking an amount of Tozol equivalent to the combined amounts of Elon and Hydrochinon prescribed in the formulæ.

Tozol will solve your film developing problem and, by the same token, Tozol makes an admirable developer for use with paper, for which purpose specific directions are given on the containers.

THE PRICE.

| | |
|---|---|
| 1 oz. Bottle | $ 1.10 |
| ¼ lb. Bottle | 4.00 |
| ½ lb. Bottle | 7.75 |
| 1 lb. Bottle | 15.00 |

Trade Discount 33 1-3 per cent.

## About Color Filters

It is perfectly obvious, since the Kodak Color Filters are yellow, the light that passes through them and makes the exposure, is not white, but yellow. In other words the blue rays to which plates and films are most highly sensitive are largely cut out. The use of the filter necessitates a longer exposure. The number of times an exposure is increased when a filter is used, is called the filter factor. The color filters of our manufacture are calculated for exposures that will record shadow detail. With the Kodak Color Filter for instance, should the exposure that will record shadow detail be 1 second without a filter, and 10 seconds with a filter, we give this filter a factor of 10. Consequently when the Kodak Color Filter is used for photographing landscapes and sky and cloud values are preferred to detail in nearby objects on the landscape, a three times exposure (or factor of 3) will be ample, but if detail in dark colored, nearby objects is desired, the exposure through the filter should be ten times as long as the exposure required without the filter.

In other words, if the sky is used as a basis, and the filter has a factor of 3, then a factor of 10, (or a ten times exposure) should be given in order to secure fully exposed landscape detail.

It will be well to let your customers know these facts and make sure of the basis used by the manufacturer in naming his factors.

"Two-C" Juniors and Brownies sell virtually on sight.

## $3,000.00 in Cash Prizes

In every picture that is made, there is a story. It may be the story of a vacation trip, or perhaps the story of a child at play. In any event the picture represents something worth while remembering—something that has a very definite value to the one who made it. We are offering $3,000.00 in cash prizes for pictures illustrating wherein the Kodak serves the purposes of those who enjoy them.

Why not have your customers make a picture story showing how the Kodak serves them and let that suggest its pleasures, to those who do not know amateur photography?

Such pictures tell the story in an advertisement better than pages of text; they are easy to interpret and only a glance is required to grasp their meaning. Each year the Kodak Advertising Competition brings in a wealth of material with which to illustrate our magazine advertisements. To be useful to us, such pictures must tell of the charm of Kodakery and where Kodak goods are introduced, they must be up-to-date and the clothing worn by the subjects should be as nearly as possible, those in vogue at the time, since most of the pictures accepted will not be used in our advertisements before next year.

The 1917 Kodak Advertising Contest, which closes October 20th, offers fourteen prizes; the first $750.00; the sixth $150.00 and the last eight prizes of $100.00 each, for the best pictures for illustrating Kodak advertising. Outside of the prize pictures, we buy, every

year, a number of pictures of merit —and we pay good prices.

We are ready now to supply circulars giving the full details of the competition. How many can you use? — From E. K. Co.'s *Trade Circular.*

## Subject to Change Without Notice

At this time when supply and demand are fighting to see who is master, eleventh hour changes in prices are often necessary. Sometimes the price changes have to be made shortly after the *Kodak Trade Circular* has gone to press and cannot be reported until the following issue. Consequently the dealer sending in orders for the articles affected, during that time, expects to get them at the old price. Then, again, our salesmen may take orders at the old prices before receiving their notices of changes. While all this is unavoidable on our part, it often results in correspondence between the dealer and ourselves before the matter is adjusted.

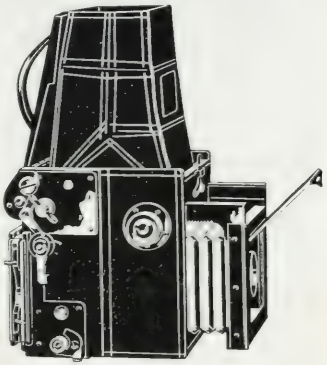
It is perfectly obvious that in making a necessary price change, that change affects each and all alike on the date it is announced as effective. For the present therefore we are obliged to make all prices subject to change without notice.

## Chemical Prices

| | |
|---|---|
| Hydrochinon— | |
| 1 oz. Can | $ .40 |
| ¼ lb. Can | 1.20 |
| ½ lb. Can | 2.20 |
| 1 lb. Can | 4.25 |
| Sodium Carbonate— | |
| 1 lb. Bottle | $ .30 |
| 1 lb. Can | .21 |
| 5 lb. Can | .85 |

No change on 5-lb. Bottles or 25-lb. Cans. Discount unchanged.

# THE GRAFLEX



THIS IS THE CAMERA THAT HAS NEITHER FOCUSING SCALE NOR FINDER

It shows you the picture you are taking, right side up, the size it will appear in the finished print, and the image is brilliantly clear up to the very instant of exposure.

Graflex Cameras are fitted with a Focal Plane Shutter that will let you make fully timed snap shots in the shade or even indoors. On bright days you can make outdoor exposures as short as one-one thousandth of a second.

*Come in and let us show you how and why.*

(DEALER'S NAME HERE)

Single Column Cut, Graflex No. 1.

THE advertising cut shown above is furnished complete and the dealer has only to supply the printer with the name and address to be inserted at the bottom.

Please send orders for such cuts to advertising department.

When you press the button, let it be

*Kodak Film*

that does the rest.

RICHARD ROE & CO., 1201 Tripod Avenue.

Street Car Sign, No. 697

The warm, balmy days invite your

**KODAK**

RICHARD ROE & CO., 1201 Tripod Avenue.

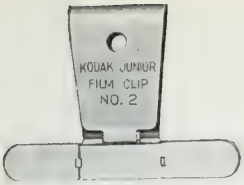
Street Car Sign, No. 698

## Car Cards

With April comes the opening of the campaign for more and better Kodak business. In no way can this be more advantageously launched than by using the car cards and advertising cuts, (for your local newspapers) both of which we *furnish free on request.*

The two car cards here illustrated are printed in colors and your name and address will be inserted in the space where you see the name Richard Roe & Company. A great many have contracts for space in the cars beginning this month and as there is a big demand for the cards, send in your order early and start using them when people are thinking about buying Kodaks and films.

Timely advertising pays.




## A New Film Clip

The new Kodak Junior Film Clip No. 2 is similar to the No. 1, but on account of being wider, may be used with wider film and will hold the film flat. It is particularly adapted for use with 3A film, but may be used as well with larger or smaller film. Has jaws to prevent the wet film from slipping. The clip is furnished in one size only, 3 inches wide. Ready about May 1st.

PRICE.

Kodak Junior Film Clip, No. 2, each . . . . . $0.30

Discount, 25%.

## At Your Service

*Kodakery* goes to hundreds of amateurs in your part of the country month after month, carrying its helpful message of photography simplified.

*Kodakery* is at your service month and month, and all you have to do to secure its efficient aid is to take a minute or two, at the completion of each camera sale, to make sure that the subscription form is filled out and sent us.

At your service also is *The Kodak Salesman,* going month by month to each one of your assistants, to whom you ask us to send it, or who in any way lets us know that he wants to get this helper.

*Kodakery* and *The Kodak Salesman* make things easier for you to sell goods and more goods—both are at your service.

Spring is alive with invitations to

# KODAK

And picture-making is so easy with a Kodak—there's no trick to the click of its shutter—*anyone*, even the youngsters, can make good pictures the Kodak way.

**Kodaks from $7.00 up.**
**Brownies from $1.25 up.**

RICHARD ROE & CO.

Single Col. Cut—140B
Double Col. Cut—140A.

# Business is Good

# *Snap-Shots from Home*

Give cheer to the boys in camp and on ship board by sending them pictures from home. There are likely to be some tedious, homesick days and a little cheer-up in the way of photographs of the home folks and the home doings will do them a lot of good.

And some day when you want to give something a little more substantial send along a Vest Pocket KODAK and ask your Soldier or Sailor Boy to send pictures to you.

Vest Pocket Autographic Kodak - $7.00

RICHARD ROE & COMPANY

Double Column Cut—125 A. Triple Column Cut—126-A.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

# Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIV. No. 1 TORONTO, CANADA May, 1917

# The 1917 Catalogues

There is always something new and worth while to talk about in the Kodak catalogue.

Sometimes it is something absolutely new. Sometimes it's something that has been tried out for a few months rather quietly. That's the case this time.

The Kodak Range Finder was on the 3A Special Kodak last year. We believed in it but we really didn't make very much noise. We foresaw that we would have difficulty in filling orders any way. Heavy publicity would, we believed, mean just so many more disappointed customers. We were right, for there has hardly been a time in the last year when we could fill orders for 3A Special Kodaks on sight.

The Kodak Range Finder has now proved itself. It is more than theoretically and experimentally right. It has made good in use; it means much to the amateur photographer. The larger the stop opening the less depth of focus and therefore the greater the need for accurate focusing. The 3A Special is the first Kodak to be fitted with the Kodak Range Finder. It has demonstrated its efficiency and this year we give a full description of the Range Finder in the Kodak Catalogue—make it a feature among the new good things that the dealer will appreciate.

## The Kodak Range Finder

Open the Kodak and pull out the standard to the limit of motion, then lock it by pushing up on the handle. It will then be found that the indicator will come just behind the 100-foot mark over the focusing scale.

Draw out the milled head at the right side of the bed. This is to be used for racking the front back and forth.

Hold the Kodak in the horizontal position and at such a distance from the eye that the image is seen clearly and sharply in the three mirrors of the Range Finder which is located at the bottom of the standard.

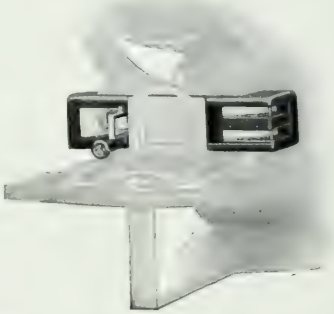
The image is most easily seen by looking with one eye through (not at) the Range Finder, and the eye should be quite close to it.

Select some horizontal line near the center of the subject, such as the collar, hat brim or belt, if a portrait; or a window-frame or roof, if a building, and rack the lens back and forth by means of the milled head until this line is continuous in the three mirrors of the finder. By racking back and forth the continuity of the line can be broken and mended at will. *When the line is continuous, the focus is correct.* An easy method for determining the distance when taking a portrait, is to have the subject hold his hand in the horizontal position across the chest, then focus upon the line formed by the lower part of the hand. The image will appear inverted in the Range Finder, whereas it is right side up in the view finder. The composition of the picture should be roughly determined by using the view finder in the usual manner, then the distance of the subject should be found by means of the Range Finder, after which the view finder should again be used in order to make sure that the picture is properly composed. It is obvious, however, that any change in distance from the subject to camera would mean re-focusing.

AS IMAGE WILL APPEAR WHEN RANGE FINDER IS RACKED TOO FAR BACK

AS IMAGE WILL APPEAR WHEN RANGE FINDER IS RACKED TOO FAR FORWARD

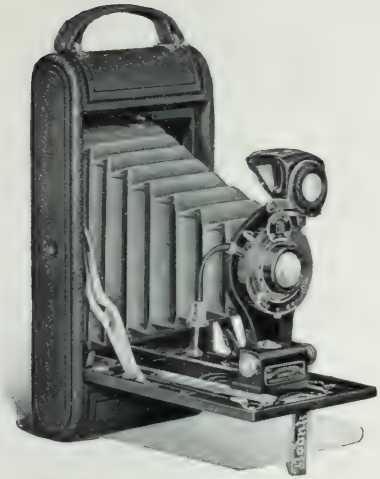
AS IMAGE WILL APPEAR WHEN THE KODAK IS CORRECTLY FOCUSSED



**Showing Range Finder on 3A Autographic Kodak Special**

The Kodak Range Finder marks another epoch in the history of amateur photography—another important step in Kodak achievements. It does away with guesswork in the estimating of distances and that means better average pictures. The Range Finder is not an attachment, but it is an integral part of the camera itself.

Anything that makes picture-taking easy; that does away with the possibility of error, or improves



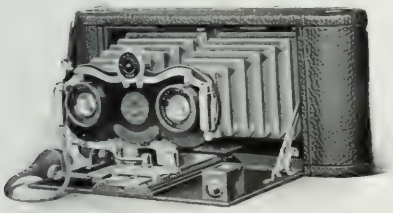
**No. 1A Autographic Kodak.. (1917 Model)**

photographic quality, means an increase in the army of amateurs.

The Kodak Range Finder will make for greater efficiency. There are a good many intelligent people —people with money to spend and with a fondness for good pictures, who, unfortunately are very poor judges of distance. The Kodak Range Finder will help them, and will help you in selling 3A Autographic Kodak *Specials.*

It is another step in Kodak achievement.

In new Kodaks the important improvements this year are in the No. 1A Autographic Kodak (1917 model—ready about August 1st). In the first place there has been a reduction in size of more than eleven cubic inches and as this reduction is in thickness it counts. It means a more easily pocketed instrument and it has been made without any sacrifice in length of focus of lens, or shutter efficiency. Not only is there this improvement in the size and shape of the camera but there is an improvement in the looks and convenience.



**Stereo Kodak, Model 1**

Since August, 1914, every manufacturer has been up against the problem of rising costs. In many lines of goods we have had the same problems to deal with, but in Kodaks, Brownies, film and paper we have been able, owing to the great growth of our business, which means of course a reduction in "overhead," to keep our costs down near enough to the old figures so that no advance has been necessary. This improved No. 1A lists with R. R. lens at $17.50 as against $17.50 for the old model, but with improvements *at no advance in price.*

The No. 1A Autographic Kodak, as shown and listed in 1916 Kodak catalogue, will be furnished until the 1917 model is ready, so that orders should distinctly specify if present model or 1917 model is desired, in which latter case the order will be held and filled when stock is available.

There has always been a moderate demand for Stereo cameras of quality, and there always will be for there is an attractiveness to the perspective of the stereoscopic picture that cannot be found in single prints. We are, therefore, now listing a high grade Stereo Kodak with carefully matched Kodak Anastigmat *f.*7.7 lenses at $45.00. The pictures are of the standard Stereo size and the camera will, we believe,

help to popularize the delights of stereoscopic photography. Ready about August 1st.

Brownies are unchanged save that Nos. 2 and 2A Folding now have round ends like No. 3A. The No. 3A Folding Brownie was not announced with round ends in last year's catalogue, but was put on the market in September. Of course, this meant a bothersome shortage even at that season, a condition that will not exist this year. The wonderful value given this compact, efficient, dependable, autographic camera at $10.00 and $12.00 assures it of a big sale with every dealer who stocks and features it.

There are new and attractive sundries, as well as these new staples and they mean—*more business.* A catalogue will be mailed each dealer shortly, though we have been held up unmercifully for one reason and another. Shipments in bulk will follow rapidly and in a few weeks the entire trade will be supplied.

## Autographic Records

Just as we cherish the old albums and daguerrotypes; the family trinkets and interesting period furniture, because of their associations, so will someone cherish the Kodak pictures that we make to-day, because they represent us of this period.

The Autographic feature offers the means to make the date and title a part of the film—and at the time. It forms an indisputable record that will be appreciated more and more as the years go by. It is an easy thing to keep a record that will be remembered—a title if one chooses, but a date on every negative.

Impress your clerks with the importance of the autographic feature; the great selling advantages that it offers, and if a customer is not perfectly clear as to how it works, tell him the story—it's short.

In writing, press firmly and evenly on the stylus, expose according to the schedule in the Manuals, to the North sky, never to the direct sunlight.

## Majestic Dryers Advanced

Owing to the increased cost of materials it was necessary to advance (April 24th) the prices of Majestic Print Dryers. Until further notice these prices will be as follows:

Majestic Print Dryers

| | |
|---|---|
| No. 1 | $33.00 |
| No. 5 | 66.00 |

Discount, 25%.

## Farm Business

Your assistants are not being permitted to forget about the business you can and will get from the farm homes this year. *The Kodak Salesman* is carrying forceful reminders, accompanied by reproductions of the advertisements being used in this campaign. But you will see at once the aptness of this farm proverb "The eye of the master fattens the ox" and not permit yourself to lose sight, for a moment, of this grand opportunity for getting new business—business that will grow greater and greater, as you put your personal push behind it.

"Kodak on the Farm" booklets are efficient helpers in the close work and you can have any reasonable number for the asking.

# Another Record Premo Year

Nineteen sixteen will go down as the biggest of all Premo years unless we beat out that record in this and future years—a task which we have already set out to do. We have a better catalogue this year, there's going to be better advertising all the way through, and we have bettered the line.

You will receive, shortly, advance copy of the new catalogue, and you will notice that with a view to concentrating on the most popular of the film pack and plate cameras, we have discontinued several models in these types. On the other hand, to round out the Premo line of cartridge cameras, we have added the 2C and the 3A sizes.

## The Film Pack Cameras

The dealer who does not consistently push the sale of film pack cameras this year is going to lose money, which just a little enthusiasm and just a little support of the advertising which we are going to place on this line, would coin for him. The stirring events which are happening all around us mean more picture-making by more people than ever before. The simplicity of the Premo Film Pack cameras has made thousands of customers and boosters for them. "They do the work the easy way" is a phrase which we shall feature in much of our advertising this year, and we look to our dealers to show the public just how easy it is to load, unload and operate these cameras. The film packs themselves operate perfectly. The causes for the troubles that on occasions cropped out in past years have been eliminated. Last year, though we sold a great many more film packs than ever before, the packs ran uniformly fine in every quality, so that we have no hesitancy in saying that Premo Film Packs are just as dependable—may be recommended and used with the same confidence —as any other sensitized products. The Premo Jr., Premoette Jr. and Premoette Sr. cameras offer a line with great possibilities to the enterprising dealer. The Film Premo No. 1 has been discontinued, being so nearly paralleled by the Premoette Sr.

## Premo Plate Cameras

The Pocket Premo C and the Filmplate Premo models have been discontinued, as we feel that concentrated efforts on the Premos Nos. 8, 9, 10 and 12 will produce better results in this field. As a moderate priced plate camera of the compact style, the Premo No. 8 is an unequalled camera. For the advanced amateur who requires long bellows draw, ground glass focusing and the other facilities for special work provided in cameras like the Premos Nos. 9 and 10, these models are so complete and attractive as to leave nothing further to be desired. And then there is the No. 12. Small in size but with such unusual capabilities, we were unable to produce these cameras fast enough last year to meet the demand. Many dealers were disappointed and many customers

lost through our sheer inability to keep up with our orders. However, during the winter, we have speeded up on production, so that we look for no disappointments this year. You will find it profitable to insist that your sales people know this model thoroughly and that they display it at every possible opportunity. This is a camera that can be sold not only to new customers, but to many who already have cameras of other styles. The Premo No. 12 is going to be a feature camera for 1917.

**No. 2C Cartridge Premo**

## Cartridge Premos

The success of the Cartridge Premos has been most pronounced. To the box styles we are adding a 2C size. This size has caught the public fancy, and an inexpensive simple box camera for 2⅞ x 4⅞ pictures should sell like the proverbial "hot cakes."

The 2C Cartridge Premo is similar in appearance and general construction to the 2 and 2A models, but the box is made of wood instead of board, and it is, of course, larger in size. Fitted with meniscus achromatic lens, Eastman Rotary shutter, two finders and two tripod sockets. Price, $4.00. Discount to the trade, 32%. Carrying Case, $1.25. Discount, 30%.

To the folding styles we have added the 2C and 3A Folding Cartridge Premos. The capabilities, the appearance and the prices of the Folding Cartridge models proved so attractive to the public last year, that these two added popular sizes will quite possibly tax our facilities for producing them fast enough to satisfy the demand. They are made upon the same lines as the two smaller models, they have the same types of lenses and shutters, but are equipped, in each case, with cable as well as finger release. It will be distinctly to your advantage to anticipate your requirements in these cameras, for they are of such exceptional values at the prices listed that you can hardly afford to take the chance of being without them at the height of the season.

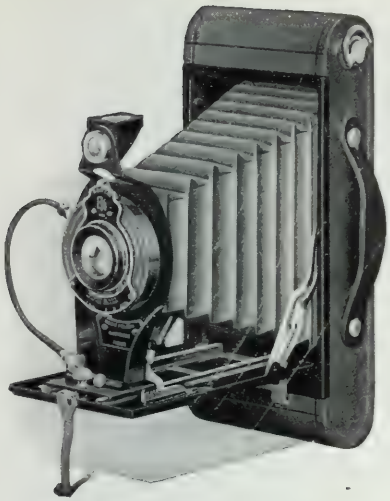
PRICES:

| | |
|---|---|
| No. 2C Folding Cartridge Premo with Meniscus Achromatic lens and Ball Bearing shutter, - - | $ 8.00 |
| Ditto, with R. R. lens, - - - | 10.00 |
| Carrying Case, - - - - - | 1.10 |
| No. 3A Folding Cartridge Premo with Meniscus Achromatic lens and Ball Bearing shutter, - - | 9.00 |
| Ditto, with R. R. lens, - - - | 11.00 |
| Carrying Case, - - - - - | 1.10 |

Regular Discounts apply.

## Camera Price Changes

The continued advance in the cost of practically all materials entering into the construction of cameras has become so serious a problem that we were obliged to advance the price of our plate and view cameras, as announced in the March issue of the *Trade Circular*. For the time being no advance will be made on either film pack or cartridge film Premos, but it must be



**No. 2C Folding Cartridge Premo**

understood that owing to the unsettled conditions, all such prices are subject to change without notice.

## Advertising Literature

Premo catalogues will be sent to you for general distribution, as in the past, just as fast as the printers can deliver them to us. In the near future the regular spring supply of window signs will be sent you (we hope to make them more attractive this year). The summer booklet and other direct helps will be supplied you as usual, all of which material, together with our general advertising, the good will of the public towards the Premo line and your co-operation should create a new Premo record for you and for us this year.

## Make Your Orders Plain

We often receive orders for Wratten & Wainwright Filters, which do not specify whether Film Filters are wanted, or Filters cemented in "B" glass. Again some orders specify the size of the filters, but fail to state whether circular or square filters are desired.

This is confusing and before the goods can be shipped, it is necessary to write the dealer to find out just what he wants. Please make out your orders so plainly that no mistakes can occur, and thereby save time, correspondence and patience.

## Price Changes

### Lantern Slide Cover Glass

| | Per Doz | Per Case |
|---|---|---|
| 3¼ x 3¼ | $ .35 | $25.00 (1363 lights) |
| 3¼ x 4 | .40 | 25.00 (1108 lights) |

Trade Discount, 40%.

### Eastman Toning Bath Heater

Price advanced to $8.00 each.

Trade Discount, 33⅓%.

### Flashed Opal Glass

| | |
|---|---|
| 7 x 7 | $1.60 per sheet |
| 8 x 10 | 1.85 per sheet |
| 10 x 10 | 2.30 per sheet |
| 10 x 12 | 2.50 per sheet |
| 11 x 14 | 3.75 per sheet |
| 14 x 14 | 5.00 per sheet |
| 14 x 17 | 5.65 per sheet |

Trade Discount, 25%.

## Discontinued

The following items can no longer be supplied because our stock is exhausted and we are unable to replenish it, but other items acceptably fill the place of those discontinued.

No. 1 Deposé Scales.

4¾ x 6½ Glass Fixing Boxes.

Nos. 320 and 330 Metal Tripods.

## New Printing Mask for 3A Printing Frames

We are adding to the printing masks for 3A Printing Frames a new size for use with 2⅞ x 4⅞ negatives (2C size.) This new mask is designated, No. 8X.

| | Outside Dimensions | Inside Dimensions |
|---|---|---|
| No. 8X | 3¾ x 6 | 2¾ x 4¾ |

Price, $ .06—Discount, 33⅓%.

## Advances in Price

We were obliged to advance the prices of the following:

### Rubber Focusing Cloth

36 inches wide, per yard - - $ .75
Discount, 25%.

### Moulded Graduates

4 ounce - - - - - - - - $ .15
8 " - - - - - - - - .20
16 " - - - - - - - - .30
Discount, 25%.

### Eastman Reducer and Stain Remover

Per carton of 5 tubes, - - - $ .50
Discount, 40%.

### Re-Developer Velox

Package of 12 tubes, - - - $ .85
Discount, 33⅓%.

### Tank Developer Powders

For 5x7 Plate Tank, pkg. 6 powders, - - - - - - - - $ .40
For 8x10 Plate Tank, pkg. 6 powders, - - - - - - - - .75
Discount, 33⅓%.

### Nepera Auxiliary Powders

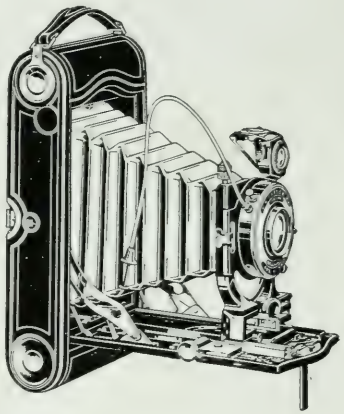
(For use with Nepera Solution.)

Per carton of 12 powders, - - $ .25
Discount, 25%.

## Eastman Timer

We have found it necessary to advance the price of the Eastman Timer. From April 24th and until further notice the price will be $2.50. Discount, 25%.

"How to Make Good Pictures" costs your customer but a quarter, but that's no measure of its worth to him and to you.



## 3A Autographic Kodak, *Special*

with Kodak Range Finder

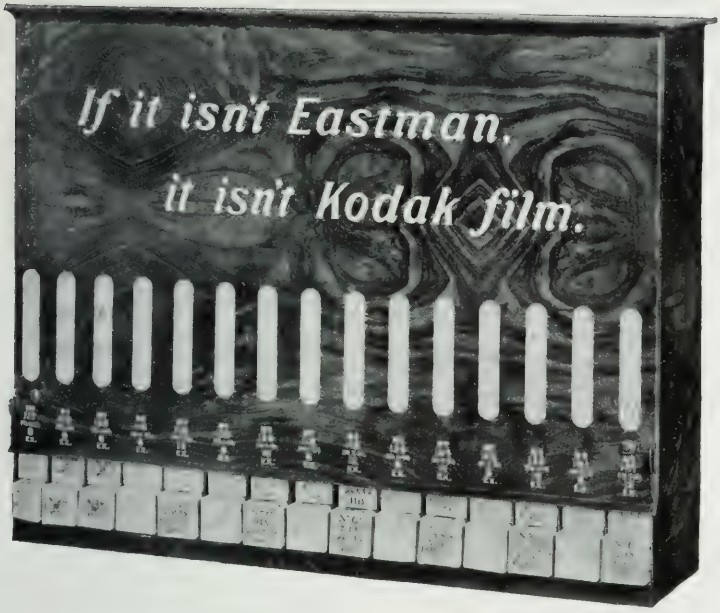
The Kodak Range Finder with which this Kodak is fitted is a practical device new to amateur photography—it finds the focus. Guess work is eliminated — you *know* what you had to estimate before.

The lens and shutter equipment is exactly what the words "*Kodak Special*" indicate.

Other Kodaks from $7.00 up.
Brownies as low as $1.25.

RICHARD ROE & COMPANY

Single Col. Cut—207H.
Double Col. Cut—207G.




**Showing cabinet ready for use.**

# Kodak Film Cabinet

Something you will want at once.

The Kodak Film Cabinet solves for you the ever-present question of keeping your film stock in convenient, satisfactory form.

We have had many requests from the trade from time to time for some means of accomplishing this. We have likewise had many suggestions and plans submitted to us intended to serve the purpose. While appreciating the need of such a device, nothing of an entirely practical and satisfactory nature had ever been brought to our attention until the cabinet illustrated above was designed.

This cabinet is made entirely of metal with imitation Circassian Walnut finish. It will harmonize well with any style of store furnishings and is made in such a convenient size and shape as to fit in about anywhere in the store that you desire to locate it. It is 23⅝ inches wide, 17⅝ inches high and 6 inches deep. The interior is divided by metal partitions into 15 different compartments accommodating the following stock of films:

| | | | | | |
|---|---|---|---|---|---|
| 14 | cartons | | No.127 (Vest Pocket) | | |
| 26 | cartons | | No.120 (2¼x3¼) | | |
| 12 | " | " | 116 (2½x4¼) | 6 | exposures |
| 12 | " | " | 116 " | 12 | " |
| 12 | " | " | 130 (2⅞x4⅞) | 6 | " |
| 12 | " | " | 130 " | 10 | " |
| 12 | " | " | 118 (3¼x4¼) | 6 | " |
| 12 | " | " | 118 " | 12 | " |
| 12 | " | " | 124 (3¼x4¼) | 6 | " |
| 12 | " | " | 124 " | 12 | " |
| 12 | " | " | 122 (3¼x5½) | 6 | " |
| 12 | " | " | 122 " | 10 | " |
| 12 | " | " | 101 (3½x3½) | 6 | " |
| 12 | " | " | 101 " | 12 | " |

The cabinet is filled and renewed very easily and very quickly. The front door is hinged at the top, and upon being raised, the various film cartons are merely dropped into the proper compartments and the door closed again. By a simple arrangement in the back of each compartment, the bottom film carton is always pushed forward beyond the face of the cabinet, affording ample room for the fingers in withdrawing the carton. As each carton is withdrawn, the one directly above it automatically drops into the same position as the one just taken out. Each compartment is plainly lettered with the number of the film in it, the size, and the number of exposures.

Among the advantages and features of this cabinet, we especially recommend to your consideration the following:

Dealers in the smaller towns or whose film sales average about the quantity provided for in this cabinet will find not only that it is a great aid in ordering film, but also that it will materially reduce the possibility of an accumulation of expired film.

The slots in the door will warn you when any particular size is getting low, and by merely opening the door, you can see just how your stock stands.

If the cabinet is properly looked after and filled, the older emulsions will always be disposed of first, for being filled from the top, the latest emulsions must necessarily be at the top.

Those dealers who carry larger stocks will find the cabinets just as convenient and satisfactory, for they can carry their auxiliary stock in unbroken packages as received from the factory, and fill the cabinets as they become exhausted, from such auxiliary stock, according to emulsion.

The cabinets in addition to keeping the film in order, keep the stock clean as well.

The cabinets are intended primarily for Autographic Film which constitutes by far the bulk of the film sold. It will, of course, accommodate regular N. C. Film as well, but both styles of films should not be mixed in the same cabinet. Those dealers who have sufficient sale for both styles of films should secure two cabinets—the one for Autographic, the other for non-autographic, Kodak Film. If it be attempted to carry both stocks in one cabinet, confusion is sure to result.

We have contracted for a large quantity of these cabinets so as to offer them to our dealers at as little expense as possible. The price is $5.00 net each. The cabinets will be ready for shipment in June, but as it is quite likely that the first lot of these cabinets will not be sufficient to meet the demand, we suggest that orders be sent in at once.

---

***Don't let your Kodak supplies get low.***

*Write it on the film—at the time.*

You can do it with an

**Autographic Kodak**

RICHARD ROE & COMPANY.
1201 TRIPOD AVENUE.

**Kodak Street Car Sign No. 788**

*Keep a*

*KODAK STORY*

*of the Baby*

RICHARD ROE & CO.
1201 TRIPOD AVENUE.

**Kodak Street Car Sign No. 789**

## Advertising Material

Two very attractive Kodak street car cards are illustrated above. These cards are timely, and especially prepared for June advertising. Get your order in early, before the supply is exhausted.

Each year our Advertising Department endeavors to outdo the results of the previous year, in preparing eye-compelling, sales-promoting window cards. We believe the window cards that will reach you in June are the most attractive we have ever sent out. We'll leave it to you to decide.

Reinforce your street car advertising, and your store displays, by a judicious use of local newspaper advertising space. Do not hesitate to send for advertising cuts, if you need them. They're free.

# Kodak Pictures from Home

Officers in the trenches tell us that the biggest job the junior officer has, is looking out for the welfare of his men. When the regimental mail is distributed, the officers go around to the boys who don't receive letters and try to cheer them up.

No matter whether it's in the trenches, in camp, or on ship board, they need the courage that a letter will give them and nothing will be appreciated more than Kodak pictures from home.

Tell the fathers and mothers, the wives and sweethearts, through your local advertisements, to send Kodak pictures of the home surroundings and this offers an opportunity to suggest that a Vest Pocket Kodak be sent along too.

You can stimulate a greater demand for Kodak films and Kodak supplies.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

# Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIV. No. 2 TORONTO, CANADA June, 1917

## Build Your Business on Facts.

In July, 1916, the Federal Trade Commission of the U. S. published a pamphlet entitled: "A System of Accounts for Retail Merchants."

Our dealers will be interested in the following quotations from the introductory letter of Mr. Edward N. Hurley, Chairman of the Commission:

> 1. That the majority of retail merchants do not accurately know the cost of conducting their business and
>
> 2. That there must be decided improvement in this direction before competition can be placed upon a sound basis and before we can expect a decrease in the heavy business death rate among retail merchants.

We understand that the Trade Commission canvassed the situation carefully, thoroughly and systematically, and it seems to us that if such a condition exists to warrant above mentioned conclusions—and we know from our own experience that they exist to some extent in our own line of business—every line of business ought to do its "little bit" to bring about a change for the better. This is what we are trying to do in this article.

It is astonishing that the question of ascertaining Cost of Conducting Business should be such a stumbling block, because of all the problems confronting business men, this one is the simplest and is easy to solve. It requires a simple distinction between a few expenses, such as freight, express and drayage on incoming merchandise which enter into the Cost of Goods Sold,

and other expenses entering into the Cost of Selling.

Where there is no intention to keep a set of books with an effort of compiling information from which business results can be analyzed, and where for this or that reason the system is primitive, it will suffice if all the selling expenses are charged to the usual General Expense Account. Strange to say there is any number of small businesses throughout the country where the proprietor pays out numerous checks day in and day out and is perfectly satisfied with the knowledge that all he has to do is to see to it that there is, on the one hand, enough money in the Bank to pay for the checks he issues and that, on the other hand, all he needs to do is to see that the canceled checks which he gets back are those issued by him. There is no effort made to keep a Cash Book in which the incoming and outgoing funds are recorded, footed up every month, footed up for the year, and used for the purpose of getting a comprehensive bird's-eye view of the year's business transactions.

How is a man who operates his business in this fashion going to know the aggregate of his yearly expenses, his yearly purchases and sales? How could he answer these very simple questions:

What was the Percentage of Cost of Conducting your Business last year? and

What was the Percentage of Gross Profit on your Sales?

The first question is easily answered by entering expense payments in a Cash Book or by summarizing the same on loose sheets and dividing the total by the amount of yearly sales.

The second question is not answerable at all if no inventories were taken at the beginning and end of the fiscal or calendar year. But supposing that inventories were taken, but purchases and sales had not been summarized, there would still be no way to answer the question correctly.

There is a very important relationship between the two percentages above referred to; the difference between the two spells either success or financial ruin.

And yet how many business men realize the necessity and the importance of these two percentages, which reflect the result of their daily efforts and labors?

The Federal Trade Commission answers this question, and it says as far as Retail Merchants are concerned that the majority does not accurately know these figures.

Now, as a consolation, if it can be called that, this majority of Retail Merchants can point to another conclusion of that very same Commission dealing with an investigation of American manufacturing concerns:

"That an amazing number of manufacturers, particularly the smaller ones, have no adequate system for determining their costs, and price their goods arbitrarily."

Now, here Mr. Retail Merchant could lean back and say:

"Well, I may not be able to know what it costs me to conduct my business, but I certainly do know what the goods cost me, and knowing what my selling prices are as listed by the manufacturers and which contain for me all the way from 25 to 33 1-3% Gross Profit, what would be the use of going into a lot of detail and to spend a lot of

money on books and clerical wages to know all these other things, as long as I feel that my selling expenses are below that figure?"

The word "feel" is used here advisedly instead of the word "know," because no such "knowledge" exists and such "feeling" does constitute the manner in which so many businesses are conducted.

If it were a complicated, laborious proposition to ascertain facts which are so vital for the successful management of a retail business, there would be some excuse for this state of affairs, but it is not only this absence of knowledge which has to be considered, but also mistaken ideas about some business principles which have a bearing on the situation. Attention is directed to some of these:

How many Retail Merchants charge salary for their services? A good many charge no salary at all, looking upon the profit as their remuneration. They do not realize that before they can speak of a profit, their own services should be paid for just like those of all other employes and that this salary should go into the cost of conducting the business. One reason for this is, that if they did not manage the business themselves, they would have to pay a salary to the one who did manage it. And for another reason, if they were not managing the business, they would be doing something else for which they would no doubt get adequate remuneration.

How many know the aggregate of their losses through bad debts? A good many leave bad debts on their books year after year instead of writing them off and adding such losses to the cost of doing business.

How many make allowance for depreciation of furniture and fixtures?

How many who carry side lines feel that the same should carry their proportion of expenses just like the main line?

How many who never ascertain their actual gross profit know the effect thereon of deterioration and depreciation brought on by changes in styles, taste and seasons?

How many realize that whilst they assume a Gross Profit of 25%, that carelessness, dishonesty and disloyalty of employes may cause a shrinkage of 5%, which may bring the actual Gross Profit so near to the cost of conducting business that there is no profit at all?

One of the most elusive and fluctuating elements of business is that of Gross Profit, and because of that fact it behooves business men who wish to conduct a profitable business —and that means all of them—to use a good deal of discretion in all questions which would have a tendency to reduce it. The natural tendencies of Gross Profit are those of following the line of least resistance, hence downward, because so many elements enter into it, such as depreciation, deterioration, carelessness leading to breaking, soiling and spoiling, possible disloyalty and dishonesty of employes over which there is only limited control. On the other hand, the natural tendencies of the expenses entering in cost of conducting business are upwards, and especially so at the present time of high prices. We do not know just why this is so, but the landlord wants more rent every few years; we like to have a growing business, hence we feel like spending more money in advertising; employes who are familiar with our line and who

feel at present the pinch of high cost of living, want higher salaries, and there are numerous odds and ends where we see nothing but increases in costs.

Here we have on the one hand the tendencies of Gross Profit where a constant struggle is required to keep it up, and on the other hand the tendencies of the Cost of Selling where we have a like struggle to keep it down.

Of these two problems the latter is, as stated above, the easiest to deal with, because we are dealing always with concrete facts—namely, cash expenditures which we make.

The problem of keeping up the Gross Profit is, however, not so simple, because we are dealing here, as stated above, with a very elusive and fluctuating quantity. It would not be so difficult to have a good line and hold on this important factor if it were not for the fact that such a large number of business men are constantly figuring how they can attract trade by cutting prices. When a business man has this "bug" of price cutting, which is one of the things in business over which he has a real control, he is in the first stages of trouble, because there are, as previously mentioned, so many things in every business, hidden under the surface, of which he knows nothing until the day of accounting comes around. By this we mean especially the day when the realization is driven home to him that the "income" is not large enough to take care of the "outgo."

We come now to make a statement which we might have made in the forepart of these remarks immediately after we quoted Mr. Hurley, but which comes in better stead here after we have said what is on our mind. It does not suffice merely to know the cost of conducting a business, nor will the remedy only be found in "a decided improvement in this direction before competition can be placed on a sound basis," unless the ideas about merchandising at a profit become also more thoroughly understood and more in harmony with the good old motto: "Live and let live."

The public, whilst naturally directly concerned in purchasing what it wants at a low price, is in an indirect way as much concerned in buying what it wants at uniform prices. If it has to pay the same price for the same article wherever it wants to buy that article, it thinks far more of that line of business than it does if it never knows what it will have to pay. This is a psychological fact that anyone can prove by just analyzing his feelings when he has to make an experience of this sort. The idea of uniform prices and "one price store for all customers" is typically Canadian, and its great advantages are appreciated by all those who have travelled in foreign countries and have become disgusted with the flexible notion prevailing there about prices.

We all know that it does not require special business acumen to sell goods at little profit. By this we mean net profit—not Gross Profit. We cannot imagine anyone selling goods at such a low Gross Profit that the Percentage of cost of doing business is higher than that of the Gross Profit. To quote a case: Supposing an article is usually sold at a Gross Profit of 25%, that the cost of conducting business is 20% of list price (on which the 25% is based) and that

for some reason or other a special discount of 20% is made to customers, reducing thereby the Gross Profit to 5%. The net result of the transaction is a loss of 15%, instead of a profit of 5% if the article had been sold at its usual price. It happens in every business that in order to close out certain lines special discounts are made, and it is a part of good business policy to do so in order to avoid even heavier loss through overstocking or other reasons. But this should be a special condition arising from time to time only, and should always be an exception from the prevailing prices.

If, however, a Retail Merchant adopts this general policy of offering discounts, he not only reduces his Gross Profit Percentage, but if he does not obtain a proportionate increase in sales, his Percentage of cost of selling will also increase, because granting these discounts as a general proposition reduces the amount of sales out of proportion, and consequently he has a smaller divisor with which to divide the total expenses. This may lead to Cost of Selling becoming equal to Gross Profit, and as a result there is no profit in the business. The underlying idea in offering these discounts is in most cases the notion that it will lead to a larger business turnover which would have the tendency of reducing the Percentage of Cost of Selling, but even if this is successful it only means that a good deal more goods have to be turned over and a good deal more work has to be done to make the same amount of profit. In most cases this anticipated larger business does, however, not put in its appearance as this is a game which the other fellow—the competitor—can also play by meeting the prices.

There is, however, another point to be considered which is more important than appears on the surface, and that is the effect such a policy has on salesmanship. Where this idea of securing sales through granting of discounts is general, goods will be sold without the application of salesmanship—it is merely a matter of price—and in the course of time such a store will have no one who can sell goods merely on merits, and salesmanship in its higher sense will become extinct.

At the same time Selling Expenses will either remain the same, or on account of diminished Gross Profit, must be reduced, leading to smaller salaries. As a national proposition this idea of securing business by special discounts is a very undesirable condition, because those that indulge therein are gradually striving to market cheaper grades of product, and whilst the consumer may pay lower prices, he will ultimately also get a lower grade of product, not to speak of the tendency of cheapening marketing and manufacturing efforts. In its effect it is a handicap on trade, as it lowers the levels and ultimately the purchasing power of the public, because it is much farther reaching in its effect than appears on the surface, and is bound to affect the pocketbooks of all those connected with the industries of the country.

Much is said now-a-days about service and a good deal is done just for "service." If you stop to think what it means and the interpretation that is put into this word "service," you will realize that it means something for which the one that renders it either makes no direct charge at all or charges only a nominal amount. Whilst we have had "Ko-

dak Service" long before this last word came into its present use through the great progress made in the automobile industry, we wish to point out that giving the public "service" and cutting prices does not very well go hand in hand. This is, we trust, a truth which every business man, be he retailer, wholesaler or manufacturer, will give thought and attention. If service means anything at all, it means that a well assorted stock is carried to satisfy the public need; that there are men behind the counter who know the line thoroughly, can talk and explain intelligently, and can give the customer the right kind of information and advice no matter whether a sale is made at the time or not. The man who wants to know something to-day—even if he is no purchaser—and even if it is troublesome to answer his questions—may be a good customer to-morrow, and any Retail Merchant who conducts his business on too small a margin of profit cannot afford, in the long run, to maintain an organization that can give this sort of service. Furthermore, that Retail Merchant who does not realize that the public has some very decided views on this subject for which it is perfectly willing to pay, is losing sight of great possibilities.

As we are speaking here of service, it has occurred to us that possibly some of our dealers who feel that they do not know as much about Gross Profit, Cost of Selling and other matters of interest of their business as they would like, may think that we could be of service to them by going a step further and giving an outline of what they should do in order to be more thoroughly in touch with such factors. We know of no ready-made simple system which we could recommend for adoption, but feel that if the demand for one would warrant our taking this up, we shall be glad to give this our careful attention and possibly make this another feature of our "Kodak Service."

## Indisputable Records

Did you ever try to analyze the reasons why people make Kodak pictures?

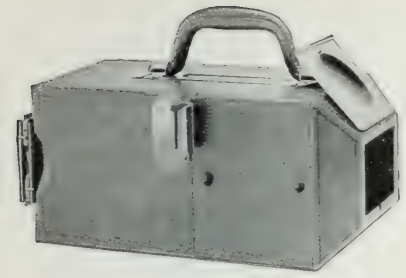
Didn't you find that amateur pictures were not made just for the pleasure of the taking, nor for the pleasure of seeing them to-day or to-morrow, but for the greater pleasure of remembering somebody or some interesting place or event?

Every picture that is considered worth making, is worth saving and consequently worth identifying. And no matter if it is a hundred years hence, the fact that they can be identified and the date established makes them doubly valuable. Kodak pictures made to-day are going to be saved by somebody, and we owe it to those who save them, to give the facts with them.

The only way that a Kodak picture record can be handed down with any degree of certainty, is by making the title and date a part of the negative. And the only way this can be done, is with an Autographic Kodak or Brownie, by writing the record on Autographic Film, at the time the picture is made.

## Discontinued

In addition to the Nos. 320 and 330, the withdrawal of which was announced previously, we are now unable to furnish No. 340 Metal Tripod, but on page 52 of 1917 Kodak Catalogue we offer substitutes for the Nos. withdrawn.



F. & S. Finger Print Camera complete with lens shutter, two batteries, ten lamps and one 2¼ x 3¼ double plate holder ..... $40.00

Trade Discount, 32%.

Extra Mazda Miniature Lamps, each ..... .25

Extra Mazda Miniature Lamps, per carton of ten..... 2.50

Extra Batteries No. 789, each (set of 4 cells)..... 1.00

Trade Discount, 25%.

## F. & S. Finger Print Camera

The F. & S. Finger Print Camera has been created to meet the demand for a convenient and efficient means for obtaining accurate photographic records of finger prints in their connection with criminal identification.

The Finger Print Camera is readily adapted for use where occasion demands an accurate, full sized record of a design, texture, signature, formula, label, etc., within an area of 2⅛ x 3⅛ inches.

The camera is equipped with an independent lighting system which brilliantly illuminates the subject during exposure. Its small size (11¾ x 6 x 6) and weight, 5 lbs. 8 ozs., makes it exceptionally convenient for general use, especially when used in locations inaccessible to the bulky apparatus requring the use of a tripod as well as means, often difficult to procure, for artificially illuminating the subject.

The camera has the regular Graflex back and will accommodate all Graflex attachments—Graflex Plate Holder, Graflex Plate Magazine, Graflex Roll Holder and Graflex Film Pack Adapter.

*Keep your vacation with an*

# Autographic Kodak

The friends you make, the places you visit, the interesting or amusing incidents of travel—even as you read this, scores of possibilities for summer pictures will occur to you. Let a Kodak tell the story and let the autographic feature, enabling you to write the date and title on the film, make such a record authentic.

Autographic Kodaks
from $7.00 up.

RICHARD ROE & COMPANY

Single Column Cut—116 B.
Double Column Cut—116 A.

## Price Changes

Extra Clips for Film Developing Hangers. Per dozen.....$ .75
Trade Discount, 25%.

Squeegees—
Velvet rubber, 4½ inch.....$ .30
Ditto., Special, 6 inch..... .45
Ditto, Special, 8 inch..... .50
Trade Discount, 25%.

Combination Tripod No. 5.....$8.50
Trade Discount, 25%.

Screws for Premo Tripod Heads,
Nos. 1, 2 and 3.....$ .30
Nos. 4 and 5..... .50
Trade Discount, 33⅓%.

Screws for Premo Tripod Legs,
Nos. 1, 2 and 3.....$ .20
Nos. 4 and 5..... .30
Trade Discount, 33⅓%.

Milled Head Screws for Premo Tripods, half inch and smaller.$ .20
Larger than half-inch..... .30
Trade Discount, 33⅓%.

Kodak Auto-Mask Printing Frame —Higher cost of material forces an advance as below:
List price .....$1.25
Trade Discount, 25%.

Eastman Portable Background Carrier. List price advance to.$6.00
Trade Discount, 25%.

Lens Boards—
For Auto Graflex, 5 x 7.....$ .75
For Speed Graphic, 3¼ x 4¼... .35
For Speed Graphic, 4 x 5 ... .50
For Speed Graphic, 3¼ x 5½... .50
For Speed Graphic, 5 x 7 ... .70
Trade Discount, 33⅓%.

Altering Backs of Speed Graphic Cameras to receive Graflex Holders (price includes focusing panel, but no plate or film holder):
3¼ x 4¼.....$10.00
4 x 5 ..... 10.50
3¼ x 5½..... 10.50
5 x 7 ..... 12.00
Above prices are net.

No. 0 Graphic Enlarging Camera.$30.00
Do., with R. R. Lens and Automatic Shutter ..... 40.00
Trade Discount, 32%.

Crown Tripods—
No. 1.....$7.00
No. 2..... 7.50
No. 3..... 9.00
No. 4..... 9.50
Trade Discount, 25%.

Crown Tilting Tripod Tops—
No. 1.....$2.50
No. 2..... 3.00
No. 4..... 3.75
Trade Discount, 25%.

Professional Tilting Tripod Top.$7.50

Carry Cases for Crown Tripods—
No. 1 Imitation Walrus Fabrikoid.$4.50
No. 2 Imitation Walrus Fabrikoid. 5.00
No. 3 Imitation Walrus Fabrikoid. 5.50
No. 4 Imitation Walrus Fabrikoid. 6.00
No. 1 Sole Leather ..... 6.00
No. 2 Sole Leather ..... 7.00
No. 3 Sole Leather ..... 8.00
No. 4 Sole Leather ..... 9.00
Trade Discount, 30%.

## Withdrawn

On account of excessive cost of production we have decided to take off the market the R. O. C. Post Card Printer.

## Advance in the Prices of Backing Papers—Not Sensitized or Printing Papers

### Artura Backing Paper

| Sizes | Gross |
|---|---|
| 4 x 5 | $1.15 |
| 3⅞ x 5½ (Cabt.) | 1.15 |
| 5 x 7 | 1.90 |
| 5 x 8 | 2.20 |
| 6 x 8 | 2.50 |
| 7 x 9 | 3.00 |
| 8 x 10 | 4.00 |
| 9 x 11 | 4.50 |
| 10 x 12 | 5.40 |
| 11 x 14 | 6.70 |
| 12 x 15 | 7.50 |
| 14 x 17 | 10.00 |
| 16 x 20 | 16.00 |
| 20 x 24 | 24.00 |
| 10-foot rolls (20 in. wide), per roll. | .95 |
| 10-foot rolls (40 in. wide), per roll. | 1.90 |
| 10-yard rolls (20 in. wide), per roll. | 2.40 |
| 10-yard rolls (40 in. wide), per roll. | 4.80 |

### Solio Backing Paper

10-yard rolls (20 in. wide), per roll.$1.70
10-yard rolls (40 in. wide), per roll. 3.40

In all cut sizes and in rolls, price 45% of the list price of Solio Paper, odd figures to end in 0 or 5.

### Velox Backing Paper

10-yard rolls (20 in. wide), per roll.$2.40
10-yard rolls (40 in. wide), per roll. 4.80

In all cut sizes and in rolls the same stock as Single Weight Velox, price 40% of the list price of Velox, odd figures to end in 0 or 5.

### Azo Backing Paper

10-yard rolls (20 in. wide), per roll.$1.65
10-yard rolls (40 in. wide), per roll. 3.30

In all cut sizes and in rolls, price 72% of the list price of Azo Paper, odd figures to end in 0 or 5.

Trade Discount, 25%.

### Collodion Backing Paper

No change in prices.

## Co-operate, Please

There are countless ways in which our dealers can co-operate with us, without inconveniencing themselves, to the end that every customer may be adequately taken care of, even in these days.

First of all, we need hardly say that our ideal of proper handling of your orders is to send you the goods the same day we get the order. We aim to do that, and believe that we measure up pretty closely to the standard on the more important items of the line, though we don't claim that we never slipped up on one of your orders. We try to ship same day as order is received, for the supreme reason that there's more money to be made in shipping goods than in back-ordering or writing to explain why we can't ship.

Now, here are a few points on which your co-operation will further the general good of all concerned. Your orders, when clearly written and goods named as they are listed in the catalogue or Condensed Price List, are entered right off the bat and forwarded to the Stock Room. When there's any peculiarity in the make-up of the order—items of the same nature not coming in sequence—or goods named other than by their catalogue names, the order has to be scrutinized carefully to avoid errors in sending what you don't want. Dealers who haven't their own order forms can have order forms from us for the asking, and they do tend to make your orders more clear than if you write on ordinary notepaper or post cards. The ordinary man knows full well whether or not his order can be readily made out, but sometimes he forgets and runs the risk of delaying his order.

In ordering film, please use the number system, prefixing the letter "A" where you want Autographic film; further, order as much as you can in lots of a dozen rolls or multiples of a dozen—this makes for speed and accuracy.

While we are always glad to receive orders, and try to give them our best attention, it is a fact, that orders received at the first part or middle of the week will likely be handled more expeditiously and accurately, for they will avoid the rush and jam that comes every week-end. You can help on this point, by calculating to mail your orders so that they will reach us in the early days of the week, which will lighten the week-end rush.

Remember always that when an order is definite and made out in accordance with the catalogue descriptions or numbers, it will go through ahead of one that requires special construction or interpretation.

**Kodak Street Car Sign, No. 791.**

## Summer Advertising Helps

The summer drive has begun. Back of the lines the situation has been studied and the attack planned to a nicety. By the time this issue is in print, much of the ammunition will be in your hands and the big guns will announce the opening of the great summer campaign.

Let us get together and make it a united effort.

Very shortly we will be prepared to send your supply of Kodak and Premo Summer Booklets. They are on the press now. The covers of both are up to their usual standard of attractiveness, having been reproduced in four colors. The Kodak cover is a soldier subject and very timely.

Remember! These booklets are *sent only on request* and we are ready, right now, for your orders.

Soon you will receive the package of Kodak and Premo window and store signs for the summer season. Every one is worthy of special commendation. Start them working for you and keep them busy all summer.

The new Street Car Card illustrated above, will do its share of the work. Order your car cards now, so that we may have time to imprint them for you.

## Accuracy Without Complications

Behind every big gun, there are instruments of precision that enable the officer in charge to make every shot count. Where a clear vision can be obtained, the range finders work with unerring accuracy.

The Kodak Range Finder is a thoroughly practical device, new to amateur photography—it finds the focus for the Kodak. It permits you to know, what you had to estimate before, and guess work is eliminated.

If there was nothing else to recommend it, this vital, exclusive feature should help you to sell 3A *Specials.*

## $3,000.00 Cash

Each year the Kodak Advertising Competition brings in a wealth of material with which to illustrate our magazine advertisements. The $3,000.00 in cash prizes are to be paid for the best pictures showing wherein the Kodak serves the purposes of those who enjoy them.

Do not let your customers forget this opportunity to make good money and at leisure hours. There are fourteen prizes, and outside of the prize pictures, we buy, every year, a number of pictures of merit and pay good prices for them.

Do you need more Contest circulars?

## Delay in Delivery of Kodak Film Cabinets

Orders for Kodak Film Cabinets have been coming in so fast that it was a distinct disappointment to us to receive advices from the manufacturers that delivery of them would be somewhat delayed.

They advise us that the particular department in which these cabinets are being made is tied up completely by a strike of the workmen. This, of course, is one of those unforeseen contingencies that can hardly be provided against, but the cabinets are so near to completion, we are informed, that as soon as satisfactory adjustments can be made, it will take but a short time to finish them up and start shipments.

Under these circumstances, we must ask the patience of all those dealers who have ordered. We might further suggest that it will be well for others to send in their orders at once, for at the rate the cabinets are now being ordered, the original lot is likely to be exhausted by the time they are ready for shipment.

## Big Post Card Season

This is going to be a big post card season. The various training camps offer opportunities, such as never before existed, for post card studios and photographers to increase their business. The families and friends of the soldier boys will want to send post cards, and the boys, too, will want to send them home.

Here is a chance to exploit Post Card Plates and Post Cards.

Then, there's another situation. Thousands of post cards will be needed to supply amateur demands. Why not make a special drive to get this business? It doesn't involve post cards alone, but films and chemicals as well. And here may also be an opportunity to sell more Auto-Mask Printing Frames, since they are especially adapted to the masking of Post Cards.

Let us all make an extra effort to interest customers in this direction, this summer.

---

**You control the destinies of your business.**

*The parting gift—*

# A KODAK

This capable and simple-working picture-maker will do much toward livening up the inevitable hang-heavy movements of camp and shipboard.

And from purely selfish reasons, too, a Kodak is the very gift for you to make—think of the pictures he will send you.

**Vest Pocket Kodak—it fits the uniform, $7.00**
**Other Kodaks, $9.00 and up**

RICHARD ROE & COMPANY.

Double Column Cut—154-A. Triple Column Cut—154C.

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

# Trade Circular

*"FOR YOUR INTERESTS AND OUR OWN"*

Vol. XIV. No. 3 TORONTO, CANADA July, 1917

## Introducing the New

## No. 2C BROWNIE

# A Midsummer Booster

## The No. 2C Brownie

"Nothing succeeds like success."

The 2⅞ x 4⅞ picture has been a huge success. It has been added to the Juniors and the Folding Brownies and now fashion decrees that this "come-to-stay" size shall be represented in the Box Brownie line.

The 3A always has been the popular size, but there are a lot of people who feel that this is a bit too large, while the 1A is slightly too small for their particular use, and right there is where the 2-C fits in.

It was impossible to include the No. 2C Brownie in the Kodak Catalogue this year. We couldn't get it ready in time, so its initial announcement to the public had to be made in the Kodak Summer Booklet.

In this new Brownie there are combined, the same simplicity and reliability and low cost that have characterized the Box Brownies. It loads in daylight with ten, six or two exposure N. C. Film Cartridges, No. 130. The lens is the meniscus achromatic and measures up to the high Kodak standard; the shutter, Eastman Rotary with three stops permits either snapshots or time exposures. The camera has two finders; two tripod sockets and is covered with fine quality imitation leather.

The 2C Brownie is going to be a big seller and it will be well to be prepared for the demand that is sure to follow an advertising drive. Don't let someone get in ahead of you, get your order in now.

**Details:**

For rectangular pictures, 2⅞x4⅞ inches. Capacity, 10 exposures without reloading. Size of camera, 1⅞ x 6¼ x 7¼ inches. Weight, 27 ounces. Lens, meniscus achromatic. Shutter, Eastman Rotary with 3 stops. Two view finders. Two tripod sockets.

**Price**

| | |
|---|---|
| No. 2C Brownie, with meniscus achromatic lens and Eastman Rotary Shutter. - - - - - | $4.00 |
| Discount, 32%. | |
| Brownie Carrying Case, - - - | 1.15 |
| Discount, 30%. | |

**A Brownie**

for the youngsters will keep them out-of-mischief, out-of-doors.

The No. 0 Brownie costs but $1.25.

Other Brownies up to $12.00.

RICHARD ROE & COMPANY

Single Column Cut—178 B.
Double Column Cut—178 A.

## Eastman Stirring Rod Thermometers

The price of Eastman Stirring Rod Thermometers was advanced July 4th to $1.00.

Trade Discount, 25%.

## The *F.* 7.7 Anastigmat

Every now and then some new and distinctive feature is added, to make Kodakery better. Some of these features have made the work of the amateur easier and eliminated bothersome details; others have been improvements that have had a decided bearing on the quality of the work.

Something like four years ago, we announced, for the first time, the Kodak Anastigmat *f.7.7* lens, on the Vest Pocket Kodak. What we said about the lens then, is true today. They have made doubly good in practice. They have improved photographic quality.

The buying public has been quick to realize this and the little Vest Pocket Kodak, with *f.7.7* lens, has been one of the most popular equipments we offer. The unusual value that this eleven fifty V. P. K. gives, in combination with our recent heavy advertising, has increased the demand beyond our present expectations and unfortunately beyond our present capacity for manufacturing the lenses.

This capacity, we expect to increase very soon, but for a little while we shall have to put the soft pedal on the *f.7.7* equipment and must ask you to do likewise.

This also applies—although in a lesser degree—to the No. 1 Autographic Kodak Junior, with *f.7.7* lens.

## Core Plate Developing Racks

For tank development of plates, especially of X-Ray plates. Impervious to attack in developing and fixing solutions, but they should always be thoroughly rinsed in clean water after fixing so as to free them completely of Hypo. Dry them, too, before putting them away.

For Plates

| | | |
|---|---|---|
| 5 x 7 | —16 inch cross bar | $1.75 |
| 5 x 7 | —16 inch cross bar, double rack | 2.50 |
| 6½ x 8½ | —16 inch cross bar | 1.75 |
| 6½ x 8½ | —16 inch cross bar, double rack | 2.50 |
| 10 x 12 | —16 inch cross bar, also takes 8 x 10 | 1.75 |
| 11 x 14 / 14 x 17 | —16 inch cross bar, takes both sizes | 2.25 |

Trade Discount, 25%.

## Chemicals

### Azo Developer Powders

We are now able to supply the above at the prices following:

Per carton of 12 powders - - $ .84
Per carton of 6 powders - - .42

Trade Discount, 33⅓%.

In lots of 12 packages of 12 powders each or 24 packages of 6 powders each, 40%.

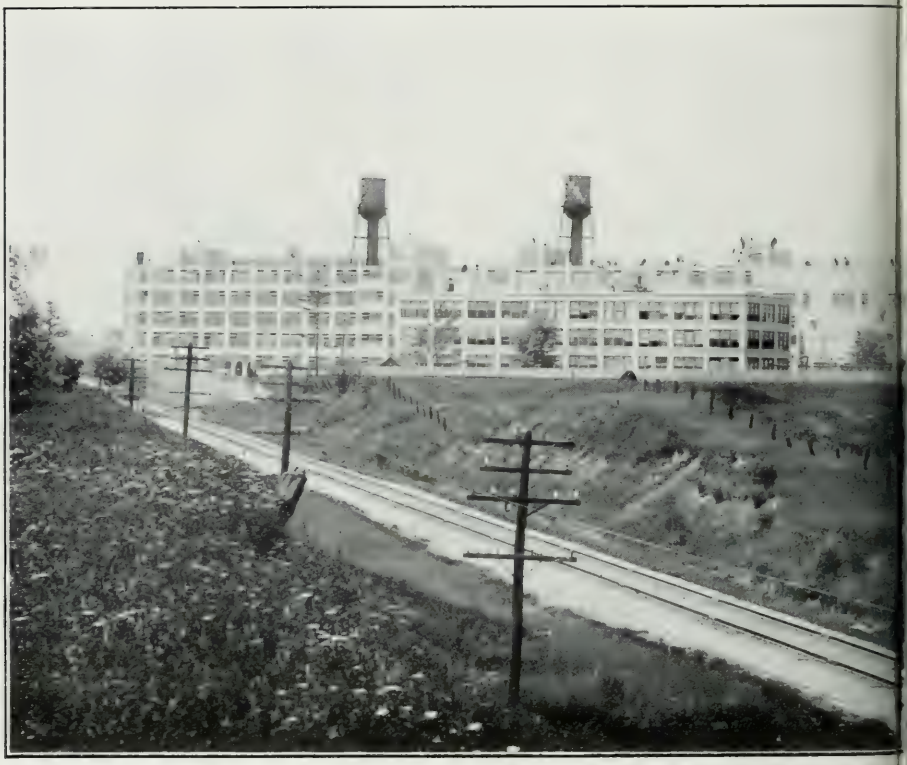
Case lots—i.e., 96 small or 48 large packages—40 and 10%.

### Kodak Chemical Outfits

Price advanced to $ .40 each.
Trade Discount, 33⅓%.

### 10% Bromide Powders

Per carton of 4 powders - - $ .10
Trade Discount, 40%.



KODAK HEIGHTS

The extent of the Works is shown—from the Stock and Shipping Depts
The General Offices of the Company

A DISTANCE.

ft of the picture to the Power Dept. indicated by the smoke stack.
three storey building in the front.

## "Somewhere in France"

When this war shall have become a thing of the past and transatlantic service is once more "made safe for democracy," there will be a rush to the battle-fields of Europe. And it is safe to assume that practically everyone will take a Kodak with them, for such a collection of pictures as would result from a trip of this kind, would be priceless and might well deserve a place of honor in the family archives.

Pictures give a truer conception of actual conditions than can be gained from pages of historical reading. But Kodak pictures, made with the Autographic Kodak, on Autographic Film, are historical as well as pictorial and that is a mighty important feature when you consider that a photograph of this kind is valueless, unless it can be identified. Made "Somewhere in France" or "Somewhere in Belgium," as the censor says, does not mean anything, but if one can say: "Brussels 6-20-1918" or Metz 8-15-1918," the picture has a very definite value that will increase as it is handed down from one generation to another.

Impress your customers, at every opportunity, with the remarkable historical value of an Autographic Kodak and the importance of dating every negative.

## Check Your Printer

If for no other reason than the satisfaction of knowing that you are right, you should be careful to check the advertising cuts in your local advertisements. Now and then one will slip in where it ought not to be, and if you make it a rule to check up the printer these errors will not occur.

If your advertisement refers to one camera and illustrates another, it is confusing. If you show the cut of a camera with a bulb release and the camera is now operated with cable release, it gives the customer a wrong impression and it might mean the loss of a sale.

Try checking up your printer before releasing the copy.


# The Kodak Film Cabinet

Keeps your film stock clean, orderly and up-to-date.

To avoid disappointment (if not already placed) send in your order at once.

*For full description see May issue of the Trade Circular.*

## Changes in Carry Cases

Carry Cases for the following Brownie Cameras have been raised to the figures shown.

| | |
|---|---|
| Case for No. 2 Folding Autographic - - - | $1.00 |
| Case for No. 2A Folding Autographic - - - | 1.10 |
| Case for No. 2C Folding Autographic - - - | 1.10 |
| Case for No. 3A Folding Autographic - - - | 1.10 |

Trade Discount is unchanged, 30%.

### Discontinued

We are no longer able to supply Carry Cases for No. 1A Autographic Kodak (as listed in 1916 Catalogue) or No. 1A F. P. K. R. R. type.

## Advertise!

When you have old stock to move —*advertise*. When you have new goods to introduce—*advertise*.

When business is quiet, stir it up —*advertise*. When business is good, make it better—*advertise*.

Your business friends and social acquaintances make no efforts to know the developments of any manufacturer, they depend on you to tell them—*advertise*.

## Price Changes

### Eastman (Tank) Thermometers

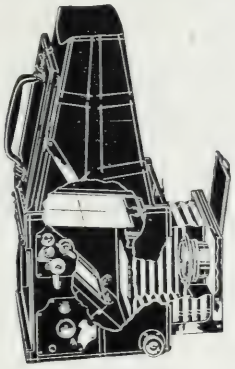
We are compelled to increase the list price of this useful article to seventy-five cents. Trade discount is 25%.

### Rubber Focusing Cloth

1 yard wide, first quality, medium weight, per yard - - - - $0.80

Trade Discount, 25%.

## GRAFLEX CAMERAS



THERE IS NO GUESSING WITH A GRAFLEX

When you look in the hood at the top of the camera, you see the picture you are about to take just as it will appear in the finished print You can watch the changing composition or expression till you see the picture exactly as you want it,—then—a slight pressure on the release, and the picture is secured.

The Graflex Focal Plane Shutter works at any speed from "time" to one one-thousandth of a second.

*Let us show you how the Graflex will make the kind of pictures you have always wanted.*

Single Column Cut, Graflex No. 2.

## Silk Bolting Cloth

It has become necessary to advance the prices of Silk Bolting Cloth and until further notice the prices will be as follows:

### Price

| | Inches wide | Per yard | Sheet 18 x 20 inches |
|---|---|---|---|
| No. 1—Fine Mesh, | 40 | $8.00 | $2.60 |
| No. 2—Medium Mesh, | 40 | 7.50 | 2.35 |
| No. 3—Coarse Mesh, | 40 | 7.00 | 2.20 |

Discount, 25%.

On orders for less than one yard (except the 18x20 sheets) add 25c. to cover cost of packing.

The part that our town plays in these stirring times of 1917 can live between the pages of your Kodak album.

# KODAK

and date every negative as it is made. "1917" will have a world of meaning in the years to come.

**Autographic Kodaks $7.00 up**

RICHARD ROE & COMPANY.

Triple Column Cut—152-C. Double Column Cut—152-A.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

# Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIV. No. 4 TORONTO, CANADA August, 1917

## THE OBVIOUS

The regular photographic business you have always with you. Each year there is a new crop of babies, the older children have out-grown last year's picture and new ones should be taken. Each Christmas season is a time to advertise Kodaks as gifts and every summer presents the opportunity for the use of the usual arguments about Kodak for the vacation. It is all worth while and worth repeating year after year with such attractive and timely modifications as can be found.

But now there is more reason than ever before for pictures, both the studio picture and the Kodak picture. We all deplore the necessity for the war, but we all realize too that part of the job we have cut out for us is keeping cheerful the brave boys who are fighting for us and keeping tight the bonds between camp and home.

Over in France they say that "the army lives on letters." And when those letters are illustrated with pictures from home they are doubly welcome. Portraits made in the studio, snap-shots around home, pictures of all kinds of "doings" in the home town are of vital, compelling interest to the boy in the trenches or on the high seas. They tell the story of the very people and things that he is fighting to preserve.

The government provides clothes and munitions and food, the Red Cross is not only taking care of the wounded but is doing wonders in providing comforts for the camp. Various funds are being liberally subscribed to provide tobacco and magazines and music and baseball.

Good work, all of it. These things help the bodily and mental comfort —but to help cure that most dread of camp diseases, homesickness, you can't beat pictures from home, and of home, of home folks and the

home town. Even Towser on his hind legs begging for a cookie will be welcomed in camp or overseas and if the honest fellow could only understand the why of it how willingly he would pose. It isn't bullets the boys dread, it's monotony. It isn't fear that makes men desert from the army, it's homesickness —other wars have proved that.

And it also works the other way around. Pictures from camp to home will make the home hearts glad—thousands of such pictures can be made without endangering any military secret, and when peace has come again will be among the veteran's most cherished possessions.

The appeal that such pictures will make, both to the soldier and to the soldier's family, is so obvious that it hardly needs publicity—yet the most obvious things are often the things overlooked. And so we are dwelling on this phase of photography in practically all of our advertising for the benefit of the professional, the amateur and the dealer and admittedly for ourselves.

Most of us have friends or relatives on the way to fight for democracy. All of us will have, soon. Photography means more than ever before to those at home. There is business in this for you—and it's the kind of business that will pay something more than the money profits. It means less homesickness in many a camp, a cheerful smile in many a home.

Let our cut service help you tell the story of the obvious.

Albums for prints and albums for negatives will be wanted by the recently returned vacationists. How is your stock?

## Price Changes

### Ferrotype Plates

| | |
|---|---|
| 10 x 14 light | $ .30 each |
| 10 x 14 heavy | .40 " |
| 18 x 24 heavy | 1.00 " |

Trade Discount, 25%.

### Eastman Hard Rubber Print Paddle

| | |
|---|---|
| Per dozen | $5.50 |

Trade Discount, 33⅓%.

### Eastman Tested Hydrometer

| | |
|---|---|
| Each | $1.40 |

Trade Discount, 25%.

### Potassium Bromide

| | |
|---|---|
| 1 oz. Can | $ .25 |
| ¼ lb. Can | .75 |
| ½ lb. Can | 1.35 |
| 1 lb. Can | 2.50 |

Trade Discount, 25%.

### Potassium Iodide

| | |
|---|---|
| 1 oz. bottle | $ .45 |
| ¼ lb. bottle | 1.55 |
| ½ lb. bottle | 3.05 |
| 1 lb. bottle | 6.00 |

Trade Discount, 25%.

### Graduates

| | |
|---|---|
| 4 oz. | $ .18 |
| 8 oz. | .25 |
| 16 oz. | .35 |

Trade Discount, 25%.

### Leather Carrying Case for F. & S. Finger Print Camera

| | |
|---|---|
| List Price | $12.00 |

Trade Discount, 25%.

*The parting gift—*

# *A Soldier's Kodak*

***—Vest Pocket Kodak***

It is monotony, not bullets, that our soldier boys dread. At the front, they will uphold bravely the traditions that are dear to every loyal Canadian heart. But in the training camps and during the months of forced inaction, there are bound to be some tedious, homesick days—days the Kodak can make more cheerful.

There's room for a little Vest Pocket Kodak in every soldier's and sailor's kit. The expense is small, seven dollars.

RICHARD ROE & COMPANY
1201 TRIPOD AVENUE

Double Column Cut—No. 154-A. Triple Column Cut - No. 154-C.

## The Meridian Calendar

Each year sees a distinct improvement in the quality and design of the Calendars we offer, and more and more of our customers are using them to work up a nice bit of extra business at the holiday season, when every amateur photographer is glad to send to his friends photographic remembrances.

The Meridian Calendar is made on the slip-in style in two colors—Grey and Buff. The top flap is designed and tinted to give a pleasing contrast with the support or back board, and the whole appearance is one of neatness and good taste. Particular attention is invited to the placing of the pad, which is fastened to the back board, and shows up through a hinged flap in the front piece.

Meridian Calendars will be ready for shipment about October 1st, and dealers will consult their own interests by placing orders early, so we can gauge the production that will be required to take care of the trade.

### Prices

Horizontal and Vertical. Colors—Grey and Buff.

| | For Prints | Per 100 |
|---|---|---|
| V.P.K. | 1⅝ x 2½ | $11.00 |
| No. 1 | 2¼ x 3¼ | 11.50 |
| No. 1A | 2½ x 4¼ | 12.00 |
| No. 2C | 2⅞ x 4⅞ | 13.00 |
| No. 3 | 3¼ x 4¼ | 12.50 |
| No. 3A | 3¼ x 5½ | 14.00 |

Trade Discount 40%.

Packed 25 to a box, orders accepted for any quantity.

1918 Calendar Pads, Buff and White, per hundred ..... $1.00

Trade Discount 25%.

## Advance in Price of Kodak Dry Mounting Tissue

| Sizes | Pkg. | Price Per pkg. | Price Per gro. |
|---|---|---|---|
| 1⅝ x 2½ | 3 doz. | $ .12 | $ .30 |
| 2¼ x 3¼ | 3 " | .12 | .30 |
| 2½ x 4¼ | 3 " | .12 | .40 |
| 2⅞ x 4⅞ | 3 " | .12 | .40 |
| 3½ x 3½ | 3 " | .12 | .40 |
| 3¼ x 4¼ | 3 " | .12 | .40 |
| 3¼ x 5½ | 2 " | .12 | .70 |
| 3⅞ x 5½ Cabt. | 2 " | .12 | .70 |
| 4 x 5 | 2 " | .12 | .70 |
| 4 x 6 | 1 " | .12 | .80 |
| 4¼ x 6½ | 1 " | .12 | 1.00 |
| 5 x 7 | 1 " | .12 | 1.35 |
| 5 x 8 | 1 " | .12 | 1.35 |
| 3½ x 12 | 1 " | .12 | 1.35 |
| 5½ x 7¾ | 1 " | .12 | 1.35 |
| 6 x 8 | 1 " | .18 | 2.00 |
| 6½ x 8½ | 1 " | .18 | 2.00 |
| 7 x 9 | 1 " | .18 | 2.00 |
| 7½ x 9½ | 1 " | .25 | 2.70 |
| 8 x 10 | 1 " | .25 | 2.70 |
| 10 x 12 | 1 " | .35 | 4.00 |
| 11 x 14 | 1 " | .50 | 5.35 |
| 12 x 15 | 1 " | .55 | 6.20 |
| 14 x 17 | 1 " | .70 | 8.00 |
| 16 x 20 | 1 " | .95 | 10.80 |
| 17 x 20 | 1 " | 1.00 | 11.25 |
| 18 x 22 | 1 " | 1.20 | 13.50 |

5 yards, 20 inches wide, per roll . . $1.10

Special sizes supplied at approximately proportionate rates.

Trade Discount, 25%.

## Reminders from the Order Desk

There are certain goods which can be forwarded by freight during the late Fall and the Winter only at the risk of damage from frost:—Nepera Solution, Velox Liquid Developer, Photo Paste, and the various other liquid and semi-liquid preparations. It is good policy to anticipate your requirements and get such goods on the way before mid-September, thereby protecting yourself against loss from frost on the one hand, and against excessive charges for Express on the other. From time to time we have explained that we can accept no responsibility for loss from frost when freezeable goods are ordered to go by a route of transportation that endangers the material, as is the case with freight shipments in Winter of Solutions, etc.

---

Another reminder that's always in season is that any dealer, simply for the asking, may get forms for ordering Kodak goods—they are sent free of charge.

There was great rejoicing at the Order Desk one morning when an order on one of our forms came in from a certain good customer, whose healthy requests had often been inadequately met on account of his persistent use of both sides of his writing paper. He had just acquired the habit of turning the sheet and didn't always put the "P.T.O." sign at the bottom, so that on more than one or two occasions his order was not fully entered, and really he was to blame, because there was nothing to indicate any continuation over-leaf. "If you don't use your own order forms, use ours," say the young ladies who enter your esteemed commands.

# War Prices

## August Studio Light

There are two reasons for raising prices—necessity and opportunity. The first is always valid—the second may be, under some circumstances.

Taking advantage of war time opportunities is, in our opinion, unfair and perhaps, in the long run, bad business. The public, as a rule, does not know whether the producer has advanced his prices from necessity or from opportunity. In many cases he may have been influenced by a combination of both.

The photographic trade has been fortunate in the fact that in the most important item, paper, there has been no advance at all, and that in the next most important item, plates, the net advance has been but slight.

The chemical situation would have been funny if it had not been so serious—or perhaps the real word is aggravating. At the outset of the war all America was tremendously dependent upon Germany and France for photographic chemicals. To make the goods to which the photographic public had become accustomed was not as easy a task as it would seem to be to the uninitiated. The raw products themselves had been almost cornered for war purposes. On the other hand, a really big shipment of chemicals would be shipped over once in a while, and prices played around like a kitten with a ball of string. Necessity made everybody put up prices and sometimes a quirk in the market made those prices look absurd.

In papers, however, the situation was different. Cost of raw materials went up—not several thousand per cent. over night, however—and have kept the manufacturer busy in keeping his final costs down to a point where he could still continue to sell at before-the-war prices. If we had been told in August, 1914, that the war was to last three years or more and that the world markets were to be tied up as they have been, that labor was to go up as it has gone up and that we would still be selling Azo at the old price in August, 1917, our answer would have been: "Impossible."

But we have thus far done it, partly by sacrificing a portion of our profits and partly because increased business has helped to keep down that manufacturer's nightmare "overhead." With bar silver at 80 cents an ounce, with raw paper and gelatine and other important items increased in cost, with labor up 15 to 20 per cent., our task has been a difficult one. The fact that the volume of our business enables us to produce good goods economically has helped; the fact that we make a saving by making much of the raw product also helps. Many manufacturers, for instance, buy their silver nitrate. We not only make our own nitrate of silver, we make and sell hundreds of thousands of ounces of it every year. Yes, and we make the nitric acid with which silver is nitrated. We even go back of that and make the sulphuric acid out of which nitric acid (in combination with nitre) is made.

Similar economies are made all along the line. A big output enables us to eliminate wasteful methods and, to a certain extent, keep down the cost of the materials that enter into our finished products.

Frankly, our percentage of profit on photographic papers has been so far reduced that we can not expect to make it all up on increased volume. But there is a certain satisfaction to us in the fact that in no business, of which we know, have prices been kept down to so nearly a normal level as in the photographic line. And there is a further satisfaction in the part that our organization and our efficiently equipped plants have played in providing important staples at before-the-war prices.

What the future may hold for us, none can tell. But at least; we do not intend that photography shall lose its good record in the matter of price reasonableness. There shall be no price raising except for the one valid reason—necessity. And all the facilities at our command are to be used to avoid that necessity.

### Editor's Note

The foregoing editorial from *Studio Light* tells of the price situation as it affects the professional photographer. You as a dealer are interested also in the fact that the same resourcefulness that has enabled us to keep prices down to the professional has enabled us thus far to keep prices down to the amateur. Our photographic papers have not been advanced, film has not been advanced, Kodaks and Brownies and Premos are selling at before-the-war prices.

Fortunately business has been good both here and abroad. Busy wheels, busy hands and a maximum production have helped to keep costs down and in a measure off set higher wages and a higher cost for war material.

Photography is playing a big part in the present world drama. It shall be our effort to keep the cost of picture making within reason.

## KODAKERY

Last year I purchased one of your inexpensive Premo cameras and also received the magazine Kodakery. The excellent work done by that little machine was a surprise to me and I found the little magazine very helpful and instructive. I just recently purchased a $3\frac{1}{4}$ x $4\frac{1}{4}$ Speed Graphic with Graflex back and roll film holder, and think I have the finest equipment possible. I am enclosing the coupon that came with the camera and hope I may receive Kodakery for another year.

Yours truly,

Comment seems unnecessary.
—*Ed.*

# *Keep Your Kodak Busy*

"The Army lives on letters" is the way the boys at the front put it. And when those longed-for envelopes with the home town post-mark contain pictures of the home folks and home doings, they go far toward making lighter hearts and happier faces.

Keep your Kodak busy for the sake of the lads in the trenches, the boys in camp and on shipboard. Help keep tight the bonds between the home and those who are fighting for that home.

RICHARD ROE & COMPANY
1001 TRIPOD AVENUE

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

# Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIV. No. 5 TORONTO, CANADA September, 1917

## Change Without Notice

Now and then we have complaint from a customer that the price at which goods are billed to him is higher than it is quoted in our catalogue or some other piece of printed matter. Fortunately people are now so accustomed to the rapidly ascending prices that the argument is usually short lived. The reasonableness of such advances as we have been obliged to make is easily apparent. For the most part our newer catalogues and booklets all carry the warning that prices are "subject to change without notice" but that there may be no misunderstanding we give this general notice to the trade that such changes may be made without notice at any time.

While it has been necessary in some months to carry two or three pages of such price changes in the Kodak Trade Circular it has been a matter of great satisfaction to us that, with the exception of the comparatively slight advance in the price of plates, these advances have all been on goods that are imported, on chemicals or on articles that are manufactured in comparatively small quantities and are not therefore of vital importance.

The big staples, film and paper and amateur cameras have been held at the old prices in the face of the most aggravating conditions. It does not parallel the case of the man who claimed he could afford to sell at a loss because of the fact he was doing such a large business —yet increased volume, with our constantly improving methods and facilities for manufacturing on an enormous scale, have helped to hold costs down—not to their former level but nearly enough to such level so that we have managed to keep the selling price down.

With what we believe to be pardonable pride we have had a great deal to say in the past about the

efficiency of the Kodak organization. We feel that the present low prices of the more important photographic products are proof that our claims were fully justified. Through three years of stress we have been able to supply good goods, at reasonable prices. We have not withdrawn any really important item from the market. And in chemicals it has been demonstrated that certain materials were not as important as they seemed.

With more business in sight, through the war time demand for photographs, and with the goods going at reasonable prices, the business prospects are bright even if we do have to remember the warning, "Prices subject to change without notice."

## Kinks

Instruct your customers, and be careful yourself, as to the handling of the cable release when closing a camera. The cable release should be coiled loosely around the shutter, and not bent at a sharp angle at any point. A sharp bend or a jamming of the cable is apt to cause a kink, which will render the release inoperative.

## "KODAKERY"

helps to sell the goods —get the name on the dotted line with *every* amateur camera sale.

## On Ordering

A suggestion worth while is that you should cultivate the habit of writing out each item as it is listed in the Condensed Price List, for which the reason of existence is to show you what we have and how we have it. Order films by number, prefixing "A" when Autographic Film is wanted. Similarly, order Velox and Bromide papers by dozens, Cameras by their distinctive descriptions. And order, please, by stating the number required of each unit. Just cultivate the habit and see if your orders don't come through better. We know the efficacy of proper use of the Condensed Price List, for orders that are made out *à la mode* quickly make a beeline for the pneumatic tube that hustles the shipping tickets to the Stock and Shipping Departments.

## Automatic Stock-Keeping

"First come first sold" is the best little rule you can apply to handling sensitized material, and we are always on the alert for any hints or devices that will assist our customers in this regard. We believe we turned a good trick when we offered you the Kodak Film Cabinet, which makes it possible for you to keep your films in a neat, eye-compelling fixture. The Cabinet looks neat and keeps rolls of the several sizes neatly and conveniently, automatically giving to the older stock the preference in reaching the users. One of these Cabinets is a real investment, and will quickly pay for itself by its automatic and convenient handling of the film. Have you ordered yours? Orders filled at once—price $5.00 each, net.

## The Meridian Calendar

Gray and Brown—For Vertical and Horizontal Pictures.

PRICES

| | |
|---|---|
| V. P. K. Size | $11.00 per hundred |
| No. 1 | 11.50 per hundred |
| No. 1A | 12.00 per hundred |
| No. 2C | 13.00 per hundred |
| No. 3 | 12.50 per hundred |
| No. 3A | 14.00 per hundred |

Packed 25 to a box of one size and color. Orders accepted for any quantity.

Trade Discount, 40%.

## Potassium Iodide

| | |
|---|---|
| 1 oz. bottle | $ .42 |
| ¼ lb. bottle | 1.50 |
| ½ lb. bottle | 2.85 |
| 1 lb. bottle | 5.50 |

Trade Discount, 25%.

## Error in 1917 Graflex Catalogue

Please note that the prices shown on page 17 of the Graflex catalogue, for Graflex Roll Holders, are not correct. The proper prices are those listed on page 52.

## Price Changes

### Silk Bolting Cloth

| | Width | Per Yard | 18"x20" Sheets |
|---|---|---|---|
| No. 1 Fine Mesh | 40" | $9.50 | $3.00 |
| No. 2 Medium Mesh | 40" | 8.50 | 2.80 |
| No. 3 Coarse Mesh | 40" | 8.00 | 2.65 |

Trade Discount, 25%.

On orders for less than one yard (save the 18 x 20 inch sheets) add 25 cents to cover cost of packing.

### Wratten & Wainwright Filters

Circles mounted in light metal cells—"B" glass.

| | |
|---|---|
| ¾ inch | $2.00 |
| 1 inch | 2.10 |
| 1¼ inch | 2.30 |
| 1½ inch | 2.60 |
| 1⅝ inch | 2.75 |
| 1¾ inch | 3.00 |
| 2 inch | 3.50 |
| 2⅛ inch | 3.75 |
| 2½ inch | 4.50 |

Larger sizes will be made on special orders only, and quotations given on request.

### Wratten M Filters in Sets of 9

2 inches, cemented in "C" Glass, with leather case ..... $14.00

Trade Discount, 5%.

### Ground Glass

| | | | | |
|---|---|---|---|---|
| 4 | x | 5 | per sheet | $ .25 |
| 5 | x | 7 | per sheet | .30 |
| 5 | x | 8 | per sheet | .35 |
| 6½ | x | 8½ | per sheet | .45 |
| 8 | x | 10 | per sheet | .55 |

Trade Discount, 30%.

## "Aren't Those Fine?"

The remark above was heard on every side in the Kodak Booth at the Canadian National Exhibition, or Toronto Fair, which has just been held for the 38th year. It won't take many guesses for you to discover what aroused such admiration, for the live dealer will at once appreciate that the enlargements are the reason.

One of our salesmen in attendance at the booth says that there's a stupendous—s-t-u-p-e-n-d-o-u-s—lack of familiarity with enlarging and enlargements and he is going to do his share to remedy this both with dealers and users.

Honestly, we don't believe there's a stronger appeal than that of "large pictures from small negatives," and you know there's no question about the profit that would accrue to you from making the most of it. Your customers have thousands and thousands of negatives that will make splendid enlargements and there were fresh thousands added by the vacationists who have just returned home.

It will pay you to make capital of the slogan, "large pictures from small negatives," this month and the next and the next without exception. Note, please, that the slogan particularly appeals to the gentler sex, for it is a matter of experienced observation that the ladies are most enthusiastic about getting large pictures made from their small films.

## Stolen

B. J. Cook, druggist, St. Thomas, Ont., had the misfortune to have his store burglarized on the night of August 27th, when the cameras listed below were stolen. Any dealer getting information about any of these will oblige Mr. Cook greatly by prompt notification.

1—No. 3A Graflex, Serial No. 49731.
1—No. 3A Autographic Kodak, Serial No. 46981.
1—No. 3A Autographic Kodak, Serial No. 47492, with Kodak Anastigmat Lens.
1—No. 1A Autographic Kodak Jr., Serial No. 238406, with R. R. Lens.
1—No. 1A Autographic Kodak Jr., Serial No. 186168, with K. A. Lens.
1—No. 2A Folding Autographic Brownie, Serial No. 70831.

## Error in Kodakery for August

On page 31 of the issue named the prices for the Brownie Enlarging Cameras were incorrectly stated. Please note and advise your customers that the following, as given on page 25 of the Condensed Price List, are the right prices:

| | |
|---|---|
| V. P. K. Enlarging Camera | $2.00 |
| No. 2 Brownie P. C. Enlarging Camera | 2.00 |
| No. 2 Brownie Enlarging Camera | 2.50 |
| No. 3 Brownie Enlarging Camera | 3.50 |
| No. 4 Brownie Enlarging Camera | 4.00 |

## De Luxe Hand Bag for V.P.K.

Price advanced to $2.00—less 30 .

## Kodak Advertising

Our clipping bureau service shows us that more and more Kodak dealers are advertising in their local papers. We are also pleased to note that more attention is being paid to selling arguments and to the typographical arrangements of the advertisements—and to the hooking up with our national advertising in the magazines. But —we still find some dealers advertising *Eastman* Kodaks. Now, if you will but stop to think a moment, you will clearly see that such advertising is directly against the dealer's best interests—to say nothing of our own—because it implies that *there are Kodaks other than those manufactured by the Kodak Company.*

Millions have been spent in advertising *Kodak,* and in familiarizing the buying public with the phrase, "If it isn't an Eastman, it isn't a Kodak." So why make a *negative* use of all this advertising that has been done, and is being done for you. Advertise *Kodaks* and make use of the phrase, "If it isn't an Eastman, it isn't a Kodak"—that conveys the correct impression.

Another thing: There are cameras manufactured by the Kodak Company that are *not* Kodaks, such as the Brownie, Premo and Graflex cameras—so do not advertise Brownie Kodaks, Premo Kodaks or Graflex Kodaks. For the same reason, it is not advisable to advertise Kodaks from a dollar and a quarter to seventy-seven dollars, because the lowest priced *Kodak* lists at seven dollars. Advertise Brownie cameras so much, Premo cameras so much, Graflex cameras so much and *Kodaks* so much—never connect the word *"Kodak"* with any camera at all other than those listed by us as *Kodaks.*

In your advertising do not advertise *Kodaks* and then run a cut of a Brownie or Premo camera to illustrate the advertisement. Ask to see a proof of your advertisement before it is run, so that you may correct any errors, such as spelling, the misspelling "Kodack" or the running of a wrong cut or the placing of a cut upside down. We have seen quite a number of instances where the cut of the Vest Pocket Kodak has been inverted because the compositor has evidently mistaken the leg of the camera for a "sight" of some sort. Advertise *"Kodaks,"* not *Eastman* Kodaks: check your proofs carefully for errors and so get the full value of the space you pay for.

Look over our cut sheet, and if you have not already done so, order some of the new cuts made especially for newspaper work, and which will connect your local advertising with our national publicity.

## Please Write

When you have occasion to send us anything at all, be it a camera, a roll of film, a packet of paper, or anything at all which has a value, please, for good service to yourself, take the time to write about it. We are constantly receiving goods about which no information is sent. Sometimes the name of the sender is omitted from parcel post packages, resulting in the package being placed on the "In suspense" shelf, where it lies till something turns up to indicate the sender, for

we know of no process of getting the information required, where no name is given, nor does the postmark show where the parcel was mailed. In the case of express shipments, we are usually able to get the proper information from the Express Company, but that takes time and the handling of the matter is necessarily delayed—not through any fault of ours, but because of the omission of essential information. If you want to avoid delay and confusion, write us a letter of particulars, but please don't add such particulars to the tail-end of an order, where such remarks merely confuse the Order Dept. and do not assist the Receiving Dept. to give you the service that we are anxious to afford.

## Error in Condensed Price List

The mention of the stylus for Autographic Kodaks on page 32 is misleading. The prices quoted are in reality for packages of six of the respective sizes. Please note this in your copy.

## An Extreme Case

The letter we reproduced last month wherein a Kodakery subscriber told about how his first camera had been the least expensive Premo, and how within the year he had come along so fast that he had invested in a $75.00 Graphic outfit, was admittedly an extreme case.

And here is another one: a "subscriber" writes as follows:

> Enclosed please find coupons for which please send me "Kodakery" *for three years.* If possible kindly start with March, 1917, number so that I can complete my files. Could I buy the January, February and March, 1916, numbers?
>
> I have just bought three specials and hope to have lots of good pictures from them.
>
> Hoping to hear from you in regard to the above by return mail, I am
>
> Yours truly,

This subscriber to Kodakery purchased a Vest Pocket Special, a 1A Special and a 3A Special all at one time. He wanted us to date back his subscription to March "to complete his file," and asked for three numbers back in 1916. Needless to say he got them.

Can there be any doubt about the value of Kodakery to *you,* Mr. Dealer? These are extreme cases, of course, but the next letter on the file encloses the money for a renewal and says "I have them all up to July and have them bound annually."

The next renewal is for a No. 12 Premo and the next is from No. 2 Folding Brownie to a No. 1 Jr. Kodak with an R. R. lens, while the next is from a 3A Special Kodak to a 3A Graflex, while the very next in order is from a No. 2 Brownie to a 3A Kodak.

And so they go. But these letters mean more than new camera business. They mean that these Kodakery readers have been kept interested, have necessarily used films and paper and chemicals and albums and a thousand and one sundries.

When you fail to get the name on the dotted line you are throwing away profit—real money.

# Kodak in Camp

From reveille to lights-out, each hour will bring something new into the life of every young soldier. New surroundings, new habits, new faces, and new friendships will make for him a new world—a world full of interest to him *to-day* and a world upon which he will often dwell in memory when peace has come again.

And this new world of his offers Kodak opportunities that will relieve the tedium of camp routine at the time and will afterward provide what will be to him and his friends the most interesting of all books—his Kodak album.

The parting gift, a Kodak. Let us show you.

## RICHARD ROE & COMPANY

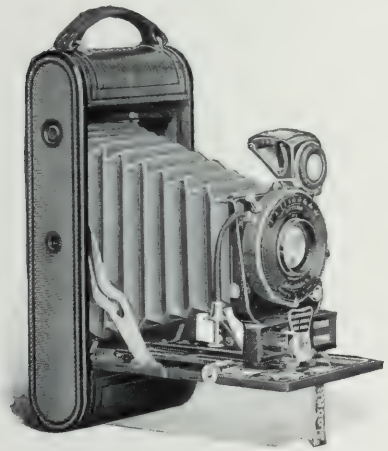
FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

# Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIV. No. 6 TORONTO, CANADA October, 1917



## A New Model of No. 1A Autographic Kodak *Special*. Has the Kodak Range Finder

In efficiency, beauty of design and finish, in speed and accuracy, this new 1A *Special* is typical of the best that can be made in hand cameras. The best materials are used in its construction, and it is beautifully finished throughout, being covered with the finest quality of long-grain calf. An important and advantageous feature is that this new *Special* is equipped with the Kodak Range Finder. The camera has rising front, brilliant, reversible, collapsible finder, with adjustable mask, rack and pinion for focusing and the usual focusing scale, as well as the Kodak Range Finder.

*DETAILS*: For rectangular pictures $2\frac{1}{2}$ x $4\frac{1}{4}$ inches. Capacity, 12 exposures without reloading. Measurements of Kodak, $5\frac{1}{8}$ x $3\frac{3}{4}$ x $8$ inches. Weight, 32 ounces. Two Tripod sockets.

Available with the following equipments at the prices shown:

| | |
|---|---|
| No. 1A Autographic Kodak *Special*, with Cooke Kodak Anastigmat Lens *f*.6.3, Compound Shutter | $40.00 |
| No. 1A Autographic Kodak *Special*, with Kodak Anastigmat Lens *f*.6.3, Compur Shutter | 45.00 |
| No. 1A Autographic Kodak *Special*, with B. & L. Kodak Anastigmat Lens *f*.6.3, Compound Shutter | 49.00 |
| No. 1A Autographic Kodak *Special*, with B. & L. Tessar Series IIB Anastigmat Lens *f*.6.3, Compur Shutter | 59.50 |

Regular Trade Discounts apply.

## An Engineering Problem

There's nothing new about the Kodak Flash Sheet Holder, but it will serve to prompt you to remind your assistants that Flash-Light time is here.

Many Kodak dealers have used and will again use flash-light photography to help carry the momentum of sales from August and September into October and November. They tell us that consistent pushing of picture-making by flash-light has appreciably straightened out the curve between Summer and Christmas, with the profitable result that the busy wheels of August business run further.

It is well worth your while to try and engineer a similar straightening of the curve, as it appears in your business, and persistent pushing of flash-light photography will accomplish good results. We are always glad to help you with any reasonable quantity of that sterling booklet—"By Flashlight." Tell your assistants, then, of the problem before you and don't allow them to let it slide.

## Prospects for the Fall

The new Cut-Sheet shows a wide range of illustrations for your advertisements. There are cuts peculiarly adapted to use in advertisements aimed at the farmers and there are cuts for use in advertisements to the town and city dwellers.

The farmers have seen a good deal more of Kodak advertising this year than ever before, because we have devoted a lot of money to our farmer campaign. It is already bearing fruit and will bear more, if Kodak dealers in rural communities will follow up the work we have done, and are doing, directly for their benefit. It is obvious that the farmer will have a good healthy amount of cash this fall and he will buy Kodaks and Brownies and Premos if you put the matter to him in the proper light.

Booklets—"The Kodak on the Farm," The Kodak Booklet, abridged Kodak and Brownie catalogue, The Premo Booklet, abridged Premo catalogue—will all do you yeoman service.

Everything looks bright for the best and largest Fall business in Kodaks and Supplies. Please do not, this year, exile your cameras from the display window.

## Price Changes

Rubber Tubing, red or black, per foot ..... $ .10

Trade Discount, 25%.

Kodak Leather Dressing, per pint can. ..... $ .60

Trade Discount, 25%.

## More Business for You

X-Ray photography has become so important in modern dental and surgical practice that there must be a good many dentists and doctors of your acquaintance using X-Ray Plates and Films.

Don't overlook a good opportunity to increase your profits. Find out who are the users in your town and go after the business with Seed X-Ray Plates and Eastman Dental X-Ray Films.

Seed X-Ray Plates have the finest emulsion known in this particular line, with ample speed and the characteristic Seed gradation, which latter quality is essential to the making of an accurate diagnosis.

Further, Seed X-Ray Plates are pre-eminent in this field for uniformity; they are free from annoying variations from standard. The emulsion is also peculiarly hard and tough, an invaluable quality, which renders the negatives free from troubles that would ruin them.

Seed X-Ray Plates list at the same prices as our other Plates, in sizes 5 x 7 to 14 x 17—trade discount is 25%. Bear in mind, also, that you can supply Seed X-Ray Developer Powders. You may have special leaflets on Seed X-Ray Plates, containing price list and directions for use, for the asking.

Eastman Dental X-Ray Films are supplied as below.

You should always specify in your orders whether "Fast" or "Slow" Film is wanted, there being two kinds of emulsion made for the dentists.

### Prices

No. 1—$1\frac{1}{4}$ x $1\frac{5}{8}$ inches, per dozen pairs ..... $.65

No. 1A—$1\frac{1}{2}$ x $2\frac{1}{4}$ inches, per dozen pairs ..... $1.10

No. 1B—$1\frac{1}{2}$ x 2 inches, per dozen pairs ..... 1.10

No. 2—$2\frac{1}{4}$ x 3 inches, per dozen pairs ..... 2.30

Trade Discount is 25%.

For the X-Ray Films, Seed X-Ray Developer Powders will answer splendidly and you can also supply the doctors and the dentists with the Hypo and other chemicals and sundries they will require.

A word of advice is that you can hardly hope to tell the doctor how to run his machine, but you can often, tactfully, give valuable help in the purely photographic end, such as developing and fixing. Emphasize the necessity for developing in strict accordance with the directions.

When you figure that 8 x 10, 10 x 12 and 11 x 14 are the sizes of Plates most largely used, you will all the more appreciate how well worth your while it is to get this business.

## For What They Are Worth

A chauffeur has discovered that he can produce nicely-frosted electric bulbs by the use of Eastman's Ground Glass Substitute. The best way to coat a bulb is to hold it in a vertical position, applying the Substitute from the tip down in such fashion as to cover the desired position of the bulb. If you wish to leave any part of the bulb clear, first coat that part with paraffin, which is later removed. Bulbs thus treated will retain the frosted effect and it is less expensive than buying frosted lights. A 4 oz. bottle of the Substitute lists at 40 cents, less $33\frac{1}{3}\%$.

Another suggestion of effective economy comes from a reader of the *Kodak Salesman*, who writes that his sister has used Velox Transparent Water Color Stamps to dye or tint curtains. He says it works like a charm, but we can't guarantee the results of such unusual use, so make your own tests to avoid the wrath of any young lady who may happen to spoil a curtain or waist. Young ladies have been known to tint waists by soaking the dye out of fancy colored crepe paper. Maybe the Color Stamps will work better and more quickly. The point our correspondent made was that the Stamps are far cheaper than the dyes regularly sold.

## Painters and Photographers

Not so very long ago painters looked down—or pretended to look down—on photography. And a few "superior" people among photographers thought that the surest way to win the good opinion of the painters was for them to produce pictures which looked as unlike photographs as possible.

They certainly succeeded in making pictures which looked unlike photographs. Whether they succeeded in pleasing the painters is not so certain; it would perhaps be kindest to say that the painters and the critics were not wildly excited about these photographs, which were neither fish, flesh nor good red herring. By way of consolation the "superior" photographers sneered at the ordinary man who was satisfied with straightforward photography. They called him rude names, such as "Philistine"—they even called him "button-presser."

But the painters, and their friends the art critics, are changing their opinions about photography. Read this, for instance: " . . . results which . . . . rival the deliberate efforts of artists to realize harmonious composition, pictorial unity, and suggestion of atmosphere. These magnificent and stirring camera pictures . . . . should prove a valuable source of instruction to painters and illustrators." There is nothing half-hearted about praise in these terms, especially when it is given by an art critic of the standing of Mr. P. G. Konody.

And what are the photographs which have called forth this praise? Are they the kind of picture which can only be understood and appreciated by the select few? Are they the kind of picture which can only be made by methods unknown to ordinary photographers? They are not. The pictures Mr. Konody describes are straight Bromide enlargements from straight snapshot negatives; they are the Canadian Official War Photographs now on exhibition at the Grafton Galleries in London.

Every one connected in any way with photography should insist that there is no need to apologize for any picture on the grounds that it is a photograph. Photography and painting are absolutely distinct: each has its merits—and its limitations. Let photographers generally admit this, and they will not need to worry about their recognition by painters. —*From the English T. C.*

## Just a Personal Word

Wherever we have been able to have a personal chat with the store proprietor or manager, the number of "Kodakery" subscriptions sent in has increased materially. Much as we should like to, meeting you all in person is out of the question, but won't you just consider these few words regarding "Kodakery" as a personal chat with you.

"Kodakery" was started with a big idea behind it—to be a real help to you and to us. We didn't just say "Let us start a magazine," and then get the first issue out the next week. We took a whole lot of time in selecting its editorial staff — in obtaining the men who knew photography, and who could tell what they knew in language the non-technical amateur could understand. We had to plan a long ways ahead to provide sufficient good material and illustrations so that each successive issue would measure up to, or excel, the high standard we had set.

Now, no man is one-half as much interested in the other side of a fellow's proposition as he is in his own side, so let us forget our side of the "Kodakery" proposition and look at it from your view-point only.

"Kodakery" reaches the great majority of its readers when they have just come into possession of their first camera—just when their enthusiasm is at high pitch—just when they want and need instruction—and just when they want to ask the most questions.

What does "Kodakery" do for you—the dealer? It helps the beginner over the first uneven places; it leads him to read his manual of instructions carefully and thoroughly; it inspires him to renewed efforts through the excellence of its illustrations and the helpfulness of its text. It saves hours of your time in answering questions, and monthly it calls to his attention the various sundries in your stock and the newest things from the factory. "Kodakery" is an enthusiasm creator and sustainer; it is a sales booster and time-saver for you. With all these points in *your* favor, can you afford to have an amateur camera sale considered complete until the "Kodakery" subscription blank is filled out and mailed to us? Send 'em in—we will "do the rest."

### The Ideal Attained

This is the true tale of a dealer who spent about a minute in filling out a *Kodakery* subscription form, which brought him a sale yielding a profit of $17.60.

He had sold a No. 3A Folding Autographic Brownie to a customer who had been out of amateur photography for a considerable time. To ensure the permanence of the interest thus revived, he told the customer about *Kodakery* and sent in the subscription form from the Brownie manual.

Within ten days, the same customer came in with *Kodakery* for July and bought a $55.00 No. 3A *Special,* as advertised on the back cover of that number.

Our customer has always been a booster for the little magazine and can trace many other sales directly to its influence. We are glad that *Kodakery* is fulfilling its purpose and even attaining the ideal, because

we publish it to help you sell more goods and the *higher priced* goods.

You insure the permanency and growth of your Kodak business by seeing that every purchaser of a camera gets on the *Kodakery* mailing list. This requires a minute or two—but it's a profitable waste of time.

## Right to a Hair

A little puff of smoke over on the mountain side is all that is necessary to reveal the location of a hidden battery. The range finder gets the range to a hair, just as the Kodak Range Finder gets the focus for the 1A and 3A *Specials*, more accurately than it can be estimated.

## 7 x 11 Mounts

### Drimounts

| No. | For Prints | Size Outside | Per ½ doz. | Per 100 |
|---|---|---|---|---|
| M | 7 x 11 | 11 x 15 | $ .45 | $6.25 |

### Inslip

| | | | | |
|---|---|---|---|---|
| M | 7 x 11 | 11 x 15 | 1.10 | 11.00 |

Trade Discount 25%.

## Price Changes

Powdered Alum—

| | |
|---|---|
| 1 lb. Carton | $ .30 |
| 5 lb. Tin | 1.40 |

Trade Discount 25%.

Potassium Bromide—

| | |
|---|---|
| 1 oz. Can | $ .28 |
| ¼ lb. Can | .85 |
| ½ lb. Can | 1.50 |
| 1 lb. Can | 2.85 |

Trade Discount 25%.

Sodium Bisulphite—

| | |
|---|---|
| 1 oz. Bottle | $ .15 |
| ¼ lb. Bottle | .25 |
| ½ lb. Bottle | .35 |
| 1 lb. Bottle | .55 |

Trade Discount 33⅓%.

Eastman Tested Hydrometer . . $1.60 each

Trade Discount 25%.

## A Seasonable Booster

From one friend to another there's no more appropriate souvenir at the holiday season than a neat calendar carrying a picture of mutual interest, and the inexpensiveness of such souvenirs solves the problem most acceptably for one whose list is rather lengthy.

The Meridian Calendars give you the chance to do a real service for a host of your customers, but you won't sell very many if you regard them simply as goods bought and to be sold. Look more closely and you will see that calendars can be made to give a timely push to your finishing department and to your sales of papers and powders and solutions.

Generally, you can accomplish the best results by fixing up some neat samples with pictures of local interest, easily recognized by every customer. Instruct your assistants to talk calendars to every customer and see that they do as you tell them. Samples can also be usefully placed in positions where they can't escape notice, by the door, suspended from the cash register, and at the other points of vantage your store affords.

Your customers will respond to the oft-presented suggestion, with profit to your sales in many ways.

Please note that calendars are seasonable goods and are made up in carefully-estimated quantities to fill the demand as we gauge it. You should figure out your requirements at once and order right away so as to be sure of getting them. We repeat below the prices and descriptions as given in the August T. C.

### Prices

Horizontal and Vertical. Colors—Grey and Buff.

| | For Prints | Per 100 |
|---|---|---|
| V.P.K. | $1\frac{5}{8} \times 2\frac{1}{2}$ | $11.00 |
| No. 1 | $2\frac{1}{4} \times 3\frac{1}{4}$ | 11.50 |
| No. 1A | $2\frac{1}{2} \times 4\frac{1}{4}$ | 12.00 |
| No. 2C | $2\frac{7}{8} \times 4\frac{7}{8}$ | 13.00 |
| No. 3 | $3\frac{1}{4} \times 4\frac{1}{4}$ | 12.50 |
| No. 3A | $3\frac{1}{4} \times 5\frac{1}{2}$ | 14.00 |

Trade Discount 40%.

Packed 25 to a box, orders accepted for any quantity.

1918 Calendar Pads, Buff and White, per hundred..... $1.00

Trade Discount 25%.

N.B.—On account of the seasonable character of the goods it should be understood that calendars are sold subject to return for defect in manufacture only.

## An "Insides" Story

You ought to have an abiding interest in this picture, because it shows the "insides" of the Brownie Enlarging Camera—how it does its work. The more of them you have working among your customers, the more Velox and Bromide papers you will sell in *large sheets*.

The demand for enlargements from the amateur's own negatives is steadily on the increase, and it surely is worth fostering and encouraging, because of the greater business it means in paper, chemicals and sundries.

The Brownie Enlarging Cameras are thoroughly practical and the user can hardly go astray if he follows the simple directions given in the leaflet that accompanies each camera.

Every reader of the current issue of *The Kodak Salesman* will get a very thorough reminder on the question of enlarging, and you will help yourself by making your assistants appreciate that you take an interest in their efforts to promote this profitable end of your business.

Will you use to advantage the booklet *Bromide Enlarging With a Kodak?* If so, how many shall we send you?

### Cirkut Paper in Rolls

In making up the long rolls of paper for Cirkut Camera Prints, such as the 100 feet rolls, it is sometimes necessary to cut the paper before the end of the roll is reached. As cutting the paper might cause the loss of one print out of a roll, three extra feet are added to such rolls which should in all cases make up for any loss. The customer gets full measure.

Albums for prints and albums for negatives are worthy of persistent pushing at this season.

# *Pictures from Home*

Pictures of the life he left behind him will put cheer in the life he is leading now.

Keep your Kodak busy—he *needs* the pictures.

Kodaks from $7.00 up.

RICHARD ROE & COMPANY
1001 TRIPOD AVENUE

Double Column Cut No. 125-A

Triple Column Cut No. 126-A.

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

# Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

TORONTO, CANADA — SPECIAL EDITION

## New List Prices, Effective November 1st, 1917

We can't keep them down any longer. Increased labor cost, increased cost of materials, increased cost of everything that goes into the make-up of a camera, have at last proved too much for us. We have got to pass them along to the final consumer.

For the past three years we have made cameras in such quantities as were never made before. In the face of rising costs of labor and material we have been able to keep our list prices at the old level, being willing to sacrifice part of our profit.

It can't be done any longer. The big costs are too big. Below are new list prices, a study of which will show that the adjustments have not been made from opportunity, but equitably.

The provisions of the current *Terms of Sale* will continue to apply.

### KODAKS

| | |
|---|---|
| Vest Pocket Autographic Kodak | $ 8.00 |
| Vest Pocket Autographic Kodak, **Special,** with K.A. f.7.7 lens | 13.50 |
| Vest Pocket Autographic Kodak, **Special,** with K.A. f.6.9 lens | 20.00 |
| Do., with B. & L. Kodak Anastigmat lens, f.6.9 | 25.00 |
| No. 1 Autographic Kodak Jr. (Fixed Focus) | 11.00 |
| No. 1 Autographic Kodak Jr. (Focusing Model, with scale) | 11.00 |
| No. 1 Autographic Kodak Jr., with R.R. Lens | 12.50 |
| No. 1 Autographic Kodak Jr., with K.A. f.7.7 lens | 17.00 |
| No. 1A Autographic Kodak Jr. (Fixed Focus) | 13.00 |
| No. 1A Autographic Kodak Jr. (Focusing Model, with scale) | 13.00 |
| No. 1A Autographic Kodak Jr., with R.R. lens | 15.00 |
| No. 1A Autographic Kodak Jr., with K.A. f.7.7 lens | 20.00 |
| No. 2C Autographic Kodak Jr. | 15.00 |
| No. 2C Autographic Kodak Jr., with R.R. lens | 17.00 |
| No. 2C Autographic Kodak Jr., with K.A. f.7.7 lens | 22.00 |
| No. 1A Autographic Kodak | 18.00 |
| No. 1A Autographic Kodak, with K.A. f.7.7. lens | 23.00 |
| No. 3 Autographic Kodak | 19.00 |
| No. 3 Autographic Kodak, B. & L. Auto Shutter and R.R. lens | 24.00 |
| No. 3 Autographic Kodak, B.B. Shutter and K.A. f.7.7. lens | 24.00 |
| No. 3A Autographic Kodak | 22.50 |
| No. 3A Autographic Kodak with Kodak Auto Shutter and R.R. lens | 27.50 |
| No. 3A Autographic Kodak, with B.B. Shutter and K.A. f.7.7. lens | 27.50 |
| No. 3A Autographic Kodak, with Kodak Auto Shutter and K.A. f.7.7. lens | 32.50 |

### NO. 1 AUTOGRAPHIC KODAK SPECIAL.

| | |
|---|---|
| With K.A. f.6.3 lens and Optimo Shutter | 45.00 |
| With B. & L. Kodak Anastigmat f.6.3 lens, Optimo Shutter | 50.00 |
| With B. & L. Special Anastigmat f.6.3 lens, Optimo Shutter | 41.00 |
| With B. & L. Tessar Series IIb. f.6.3 lens, Optimo Shutter | 60.00 |
| With B. & L. Tessar Series Ic, f.4.5 lens, Optimo Shutter | 62.00 |

### NO. 1A AUTOGRAPHIC KODAK SPECIAL.

| | |
|---|---|
| With Kodak Anastigmat f.6.3 lens, Compur Shutter | 50.00 |
| With B. & L. Tessar Series IIb. f.6.3 lens, Compur Shutter | 65.00 |
| With Cooke Kodak Anastigmat f.6.3 lens, Compound Shutter | 45.00 |
| With B. & L. Kodak Anastigmat f.6.3 lens, Compound Shutter | 55.00 |

### NO. 3 AUTOGRAPHIC KODAK SPECIAL.

| | |
|---|---|
| With Kodak Anastigmat f.6.3 lens, Compur Shutter | 50.00 |
| With B. & L. Tessar Series IIb. f.6.3. lens, Compur Shutter | 65.00 |
| With Cooke Kodak Anastigmat f.6.3 lens, Compound Shutter | 45.00 |
| With B. & L. Kodak Anastigmat f.6.3. lens, Compound Shutter | 55.00 |

### NO. 3A AUTOGRAPHIC KODAK SPECIAL.

| | |
|---|---|
| With Kodak Anastigmat f.6.3. lens, Optimo Shutter | 60.00 |
| With B. & L. Kodak Anastigmat f.6.3 lens, Optimo Shutter | 72.50 |
| With B. & L. Tessar Series IIb. f.6.3 lens, Optimo Shutter | 85.00 |
| Stereo Kodak, Model 1, with Kodak Anastigmat f.7.7. lens, and Double Valve Stereo Automatic Shutter | 50.00 |
| No. 1 Panoram Kodak | 13.50 |
| No. 4 Panoram Kodak | 22.50 |

### BROWNIES.

| | |
|---|---|
| No. O Brownie Camera | 1.75 |
| No. 2 Brownie Camera | 2.50 |
| No. 2A Brownie Camera | 3.50 |
| No. 3 Brownie Camera | 4.50 |
| No. 2C Brownie Camera | 4.50 |
| No. 2 Folding Autographic Brownie | 7.50 |
| No. 2 Folding Autographic Brownie, with R.R. lens | 9.00 |
| No. 2A Folding Autographic Brownie | 9.00 |
| No. 2A Folding Autographic Brownie, with R.R. lens | 11.00 |
| No. 2C Folding Autographic Brownie | 11.00 |
| No. 2C Folding Autographic Brownie, with R.R. lens | 13.00 |
| No. 3A Folding Autographic Brownie | 12.00 |
| No. 3A Folding Autographic Brownie, with R.R. lens | 14.00 |
| No. 2 Kodak Box | 5.00 |

### ENLARGING CAMERAS.

| | |
|---|---|
| V.P.K. | 2.50 |
| No. 2 Brownie Post Card | 2.50 |
| No. 2 Brownie | 3.00 |
| No. 3 Brownie | 4.00 |
| No. 4 Brownie | 4.50 |

### CARRYING CASES.

| | |
|---|---|
| For No. 0 Brownie | .75 |
| For No. 2 Brownie | 1.00 |
| For No. 2C Brownie | 1.25 |
| For No. 3 Brownie | 1.25 |
| For No. 3A Folding Autographic Brownie | 1.25 |
| For No. 1 Autographic Kodak Jr. | 2.75 |
| For No. 1A Autographic Kodak Jr. | 3.00 |
| For No. 2C Autographic Kodak Jr. | 3.00 |
| For No. 1A Autographic Kodak | 3.00 |
| For No. 3 Autographic Kodak | 3.00 |
| For No. 1A Autographic Kodak Special | 3.75 |
| For No. 3 Autographic Kodak Special | 3.75 |

### PRINTING FRAMES.

| | |
|---|---|
| Brownie No. 1 | .15 |
| Eastman, 3½ x 3½ | .30 |
| Eastman, 3¼ x 4¼ | .30 |
| Eastman, 3¼ x 5½ | .30 |
| Eastman, 3¼ x 5½ (for plates) | .35 |
| Eastman, 4 x 5 | .30 |
| Eastman, 5 x 7 | .40 |
| Transparent Back Swivel Printing Frame, 8 x 8 | 8.50 |
| Transparent Back Swivel Printing Frame, 10 x 10 | 10.00 |

### KODAK DOUBLE PLATE HOLDERS.

| | |
|---|---|
| For No. 3 Folding Pocket Kodak (3¼ x 4¼) | 1.25 |
| For No. 4 Bullet Special (old style), No. 4 Bullet Special (Model C), No. 4 Cartridge Kodak, No. 4 Eastman Plate Camera, No. 4 Screen Focus, or No. 4 F.P.K. (4 x 5) | 1.25 |
| For No. 3A Folding Pocket Kodak, or No. 3A Special Kodak | 1.25 |
| For No. 4A Folding Kodak (4¼ x 6½) | 1.50 |
| For No. 5 Cartridge Kodak (5 x 7) | 1.50 |

### TRIPODS.

| | |
|---|---|
| Bull's Eye | 1.75 |
| Standard | 2.50 |
| Brownie Developing Box, No. 2 | 1.50 |
| Transparent Trimming Gauge for No. 2 Kodak Trimming Board | .35 |
| Brownie Enlarging Camera Illuminator | 4.00 |

### PRINT ROLLERS.

| | |
|---|---|
| Kodak Print Roller (double), 6 inch | .75 |
| Flexo Print Roller (single), 4 inch | .25 |
| Eastman Print Roller (single) | 3.50 |
| Eastman Print Roller No. 1 (double) | 3.50 |

### PREMOS.

| | |
|---|---|
| Premo Junior No. 1 | 2.50 |
| Premo Junior No. 1A | 3.50 |
| Premo Junior No. 3 | 4.50 |
| Premoette Jr. No. 1 | 6.00 |
| Premoette Jr. No. 1, Planatograph lens | 8.00 |
| Premoette Jr. No. 1, Kodak Anastigmat f.7.7. lens | 13.00 |
| Premoette Sr., 2½ x 4¼, R.R. lens | 12.00 |
| Premoette Sr., 3¼ x 4¼, R.R. lens | 12.00 |
| Premoette Sr., 3¼ x 5½, R.R. lens | 15.00 |
| Premoette Sr., 2½ x 4¼, Kodak Anastigmat f.7.7 lens | 17.00 |
| Premoette Sr., 3¼ x 4¼, Kodak Anastigmat f.7.7 lens | 17.00 |
| Premoette Sr., 3¼ x 5½, Kodak Anastigmat f.7.7 lens | 20.00 |
| Cartridge Premo No. 2 | 2.50 |
| Cartridge Premo No. 2A | 3.50 |
| Cartridge Premo No. 2C | 4.50 |

| | |
|---|---|
| Folding Cartridge Premo No. 2 | 6.50 |
| Folding Cartridge Premo No. 2, R.R. lens | 8.00 |
| Folding Cartridge Premo No. 2A | 8.00 |
| Folding Cartridge Premo No. 2A, R.R. lens | 10.00 |
| Folding Cartridge Premo No. 2C | 10.00 |
| Folding Cartridge Premo No. 2C, R.R. lens | 12.00 |
| Folding Cartridge Premo No. 3A | 11.00 |
| Folding Cartridge Premo No. 3A, R.R. lens | 13.00 |
| Premo, No. 8, 4 x 5 | 17.50 |
| Premo No. 8, 3¼ x 5½ | 18.50 |
| Premo No. 8, 5 x 7 | 22.50 |
| Premo No. 8, 3¼ x 5½, with K.A. f.7.7 lens | 23.50 |
| Premo No. 12, with B.B. Shutter and R.R. lens | 18.00 |
| Premo No. 12, with B.B. Shutter and K.A. f.7.7. lens | 22.00 |
| Premo No. 12, with Optimo Shutter and B. & L. K.A. f.6.3 lens | 48.00 |
| Premo No. 12, Optimo Shutter and B. & L. Special Anas. f.6.3. lens | 39.00 |
| Premo No. 12, Optimo Shutter and Kodak Anastigmat f.6.3 lens | 43.00 |
| Premo No. 12, Optimo Shutter and B. & L. Tessar Series IIb. f.6.3. lens | 57.00 |
| Premo No. 12, Optimo Shutter and B. & L. Tessar, Series Ic, f.4.5. lens | 59.00 |
| Premo No. 9, 3¼ x 5½, Planatograph lens | 35.00 |
| Premo No. 9, 4 x 5, Planatograph lens | 35 00 |
| Premo No. 9, 5 x 7, Planatograph lens | 40.00 |
| Premo No. 9, 3¼ x 5½, B.B. Shutter and K.A. f.7.7 lens | 40.00 |
| Premo No. 9, 4 x 5, B.B. Shutter and K.A. f.7.7. lens | 40.00 |
| Premo No. 9, 3¼ x 5½, Optimo Shutter and K.A. f.6.3 lens | 63.00 |
| Premo No. 9, 4 x 5, Optimo Shutter and K.A. f.6.3. lens | 63.00 |
| Premo No. 9, 3¼ x 5½ Optimo Shutter and B. & L. K.A. f.6.3 lens | 69.50 |
| Premo No. 9, 4 x 5, Optimo Shutter and B. & L. K.A. f.6.3 lens | 69.50 |
| Premo No. 9, 5 x 7, Optimo Shutter and B. & L. K.A. f.6.3 lens | 88.50 |
| Premo No. 10, 5 x 7, Planatograph lens | 75.00 |
| Premo No. 10, 5 x 7, Optimo Shutter and B. & L. K.A. f.6.3 lens | 124.00 |
| Premo No. 10, 5 x 7, Optimo Shutter and B. & L. Protar Series VIIa lens. | 156.00 |

### VIEW CAMERAS.

| | |
|---|---|
| R.O.C. 5 x 7 | 20.00 |
| R.O.C. 6½ x 8½ | 22.00 |
| R.O.C. 8 x 10 | 25.00 |
| Empire State 11 x 14 | 70.00 |
| Eastman No. 1, 5 x 7 | 30.00 |
| Eastman No. 1, 6½ x 8½ | 33.00 |
| Eastman No. 1, 8 x 10 | 35.00 |
| Eastman No. 2, 5 x 7 | 40.00 |
| Eastman No. 2, 6½ x 8½ | 43.00 |
| Eastman No. 2, 8 x 10 | 45.00 |
| Eastman No. 2, 7 x 11 | 50.00 |

### PREMO PLATE HOLDERS.

| | |
|---|---|
| 3¼ x 4¼ | 1.25 |
| 3¼ x 5½ | 1.25 |
| 4 x 5 | 1.25 |
| 5 x 7 | 1.50 |

### EASTMAN VIEW PLATE HOLDERS.

| | |
|---|---|
| 5 x 7 | 1.50 |
| 6½ x 8½ | 1.60 |
| 7 x 11 | 1.75 |
| 8 x 10 | 1.75 |

### UNIVERSAL PLATE HOLDERS.

| | |
|---|---|
| 5 x 7 | 1.50 |
| 6½ x 8½ | 1.60 |
| 8 x 10 | 1.75 |

### R.O.C. PLATE HOLDERS.

| | |
|---|---|
| 5 x 7 | 1.25 |
| 6½ x 8½ | 1.35 |
| 8 x 10 | 1.50 |

### PREMO CARRYING CASES.

| | |
|---|---|
| For Premo Jr. No. 1 | 1.00 |
| For Premo Jr. No. 1A | 1.00 |
| For Premo Jr. No. 3 | 1.25 |
| For Premoette Sr. No. 1A | 2.75 |
| For Premoette Sr. No. 3 | 2.75 |
| For Premoette Sr. No. 3A | 3.50 |
| For Cartridge Premo No. 2 | 1.10 |
| For Cartridge Premo No. 2C | 1.35 |
| For No. 3A Folding Cartridge Premo | 1.35 |

### COMBINATION TRIPOD.

| | |
|---|---|
| No. 2½ | 4.00 |
| No. 3 | 4.50 |
| No. 4 | 5.50 |

### PREMO NEGATIVE RACKS.

| | |
|---|---|
| No. 1 | .25 |
| No. 2 | .35 |

## DISCOUNTS UNCHANGED

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

# Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIV. No. 7 TORONTO, CANADA November, 1917

## Providence and prudence

Your dictionary will show you that these two words are similar in derivation, and we are all inclined to leave to Providence the things that should be taken care of by prudence.

Providence holds out most brilliant prospects for business at the approaching Holiday Season, of which every merchant ought prudently to take the fullest advantage by stocking and featuring those lines of goods that will sell readily with the greatest profit and benefit to his business combined.

Consider well if any other line satisfies these requirements as well as the Kodak line. Kodak photography has consistently mocked its critics by persistently refusing to lose its popularity. You have been in close touch with its wonderful growth of recent years and realize that far from losing, it is ever gaining ground to the stirring strains of N. C. R. music. There are few specialties, if any, better or more widely advertised for holiday trade, and the appeal of Kodakery can hardly be denied an answer on the score of cost, for you have the range of prices to suit purses of every weight.

The requirement of profit and benefit combined is satisfied by the feature that so many dealers most appreciate, i.e., the recurring series of profits that attend every camera sale. They realize that camera sales are true business-building sales.

Can you do better than to feature the Kodak line for the holiday trade? It is the part of prudence to consider carefully, and once a decision is reached, to carry it out effectively.

## New

This page of the October number announced the new model of the No. 1A Special, which is equipped with the Kodak Range Finder. We don't want you to forget about this splendid new camera, hence this reminder.

Another camera—comparatively new—that we want you to keep in mind is the No. 2C Box Brownie. It is a worthy member of the Brownie tribe and, though the youngest, is destined to be the most popular cousin of the Kodaks.

## Repairs

You'd be surprised at the number of cameras that are sent for repairs without adequate information. Daily, cameras are received without an identification tag and several times a day cameras reach the Receiving Dept. unheralded by a letter of instructions. Frequently it happens that instructions relating to a repair are given at the tail end of an order and that delays the repair because the order has first to be entered.

Please remember that for best service you should write a separate letter of instructions about cameras sent for repair. The dealers who comply with this suggestion help us to give them better service.

## Save Your Letter-Heads

Orders are always welcome on whatever stationery they come but your letter-heads are to-day costing you a good deal more than they did a few years ago. You can economize in this direction by making out your orders on the forms which we supply free of charge.

We are always trying to do the proper thing by filling your orders promptly and the use of the Kodak order-blanks contributes a great deal to this end.

If you are not using our order-forms, ask for some in your next order.

## Please Notify Us

To secure the greatest good out of the *Kodak Salesman,* you should see that the name of each of your assistants is on the mailing list. It is also desirable that you should advise us promptly of any changes in the list of those whose names you have placed on the list.

## No Allowance for Damage

We are sometimes called upon to make replacements for damaged hard rubber goods.

In the future such will not be allowed, as all our goods are carefully packed by experienced packers, and we disclaim all responsibility after the goods are placed in the hands of the transportation company.

Only goods defective in manufacture will be replaced, other claims for damage should be made to the transportation company, at the time the goods are received.

## Price Changes

SODIUM SULPHITE—

| | |
|---|---|
| 1 lb. Bottle | $ .35 |
| 5 lb. Bottle | 1.50 |
| 1 lb. Can | .27 |
| 5 lb. Can | 1.10 |
| 25 lb. Tin | 5.25 |

Trade Discount, 33⅓%.
Quantity discount is withdrawn.

WRATTEN IMPROVED ELECTRIC DARK ROOM LAMP, with any specified Safelight and Cord and Adapter ..... $6.00
Trade Discount, 25%.

REPRINT OF SPECIAL EDITION

# New List Prices, Effective November 1st, 1917

We can't keep them down any longer. Increased labor cost, increased cost of materials, increased cost of everything that goes into the make-up of a camera, have at last proved too much for us. We have got to pass them along to the final consumer.

For the past three years we have made cameras in such quantities as were never made before. In the face of rising costs of labor and material we have been able to keep our list prices at the old level, being willing to sacrifice part of our profit.

It can't be done any longer. The big costs are too big. Below are new list prices, a study of which will show that the adjustments have not been made from opportunity, but equitably.

The provisions of the current *Terms of Sale* will continue to apply.

### KODAKS

| | |
|---|---|
| Vest Pocket Autographic Kodak | $ 8.00 |
| Vest Pocket Autographic Kodak, **Special**, with K.A. f.7.7 lens | 13.50 |
| Vest Pocket Autographic Kodak, **Special**, with K.A. f.6.9 lens | 20.00 |
| Do., with B. & L. Kodak Anastigmat lens, f.6.9 | 25.00 |
| No. 1 Autographic Kodak Jr. (Fixed Focus) | 11.00 |
| No. 1 Autographic Kodak Jr. (Focusing Model, with scale) | 11.00 |
| No. 1 Autographic Kodak Jr., with R.R. Lens | 12.50 |
| No. 1 Autographic Kodak Jr., with K.A. f.7.7 lens | 17.00 |
| No. 1A Autographic Kodak Jr. (Fixed Focus) | 13.00 |
| No. 1A Autographic Kodak Jr. (Focusing Model, with scale) | 13.00 |
| No. 1A Autographic Kodak Jr., with R.R. lens | 15.00 |
| No. 1A Autographic Kodak Jr., with K.A. f.7.7 lens | 20.00 |
| No. 2C Autographic Kodak Jr. | 15.00 |
| No. 2C Autographic Kodak Jr., with R.R. lens | 17.00 |
| No. 2C Autographic Kodak Jr., with K.A. f.7.7 lens | 22.00 |
| No. 1A Autographic Kodak | 18.00 |
| No. 1A Autographic Kodak, with K.A. f.7.7. lens | 23.00 |
| No. 3 Autographic Kodak | 19.00 |
| No. 3 Autographic Kodak, B. & L. Auto Shutter and R.R. lens | 24.00 |
| No. 3 Autographic Kodak, B.B. Shutter and K.A. f.7.7. lens | 24.00 |
| No. 3A Autographic Kodak | 22.50 |
| No. 3A Autographic Kodak with Kodak Auto Shutter and R.R. lens | 27.50 |
| No. 3A Autographic Kodak, with B.B. Shutter and K.A. f.7.7. lens | 27.50 |
| No. 3A Autographic Kodak, with Kodak Auto Shutter and K.A. f.7.7. lens | 32.50 |

### NO. 1 AUTOGRAPHIC KODAK SPECIAL.

| | |
|---|---|
| With K.A. f.6.3 lens and Optimo Shutter | 45.00 |
| With B. &. L. Kodak Anastigmat f.6.3 lens, Optimo Shutter | 50.00 |
| With B. & L. Special Anastigmat f.6.3 lens, Optimo Shutter | 41.00 |
| With B. & L. Tessar Series IIb, f.6.3 lens, Optimo Shutter | 60.00 |
| With B. & L. Tessar Series Ic, f.4.5 lens, Optimo Shutter | 62.00 |

### NO. 1A AUTOGRAPHIC KODAK SPECIAL.

| | |
|---|---|
| With Kodak Anastigmat f.6.3 lens, Compur Shutter | 50.00 |
| With B. & L. Tessar Series IIb, f.6.3 lens, Compur Shutter | 65.00 |
| With Cooke Kodak Anastigmat f.6.3 lens, Compound Shutter | 45.00 |
| With B. & L. Kodak Anastigmat f.6.3 lens, Compound Shutter | 55.00 |

### NO. 3 AUTOGRAPHIC KODAK SPECIAL.

| | |
|---|---|
| With Kodak Anastigmat f.6.3 lens, Compur Shutter | 50.00 |
| With B. & L. Tessar Series IIb, f.6.3. lens, Compur Shutter | 65.00 |
| With Cooke Kodak Anastigmat f.6.3 lens, Compound Shutter | 45.00 |
| With B. & L. Kodak Anastigmat f.6.3. lens, Compound Shutter | 55.00 |

### NO. 3A AUTOGRAPHIC KODAK SPECIAL.

| | |
|---|---|
| With Kodak Anastigmat f.6.3. lens, Optimo Shutter | 60.00 |
| With B. & L. Kodak Anastigmat f.6.3 lens, Optimo Shutter | 72.50 |
| With B. & L. Tessar Series IIb, f.6.3 lens, Optimo Shutter | 85.00 |
| Stereo Kodak, Model 1, with Kodak Anastigmat f.7.7. lens, and Double Valve Stereo Automatic Shutter | 50.00 |
| No. 1 Panoram Kodak | 13.50 |
| No. 4 Panoram Kodak | 22.50 |

### BROWNIES.

| | |
|---|---|
| No. O Brownie Camera | 1.75 |
| No. 2 Brownie Camera | 2.50 |
| No. 2A Brownie Camera | 3.50 |
| No. 3 Brownie Camera | 4.50 |
| No. 2C Brownie Camera | 4.50 |

| | |
|---|---|
| No. 2 Folding Autographic Brownie .. | 7.50 |
| No. 2 Folding Autographic Brownie, with R.R. lens ..... | 9.00 |
| No. 2A Folding Autographic Brownie.. | 9.00 |
| No. 2A Folding Autographic Brownie, with R.R. lens ..... | 11.00 |
| No. 2C Folding Autographic Brownie.. | 11.00 |
| No. 2C Folding Autographic Brownie, with R.R. lens ..... | 13.00 |
| No. 3A Folding Autographic Brownie.. | 12.00 |
| No. 3A Folding Autographic Brownie, with R.R. lens ..... | 14.00 |
| No. 2 Kodak Box ..... | 5.00 |

## ENLARGING CAMERAS.

| | |
|---|---|
| V.P.K. . ..... | 2.50 |
| No. 2 Brownie Post Card ..... | 2.50 |
| No. 2 Brownie ..... | 3.00 |
| No. 3 Brownie ..... | 4.00 |
| No. 4 Brownie ..... | 4.50 |

## CARRYING CASES.

| | |
|---|---|
| For No. 0 Brownie ..... | .75 |
| For No. 2 Brownie ..... | 1.00 |
| For No. 2C Brownie ..... | 1.25 |
| For No. 3 Brownie ..... | 1.25 |
| For No. 3A Folding Autographic Brownie . ..... | 1.25 |
| For No. 1 Autographic Kodak Jr. ..... | 2.75 |
| For No. 1A Autographic Kodak Jr. .... | 3.00 |
| For No. 2C Autographic Kodak Jr. .... | 3.00 |
| For No. 1A Autographic Kodak ..... | 3.00 |
| For No. 3 Autographic Kodak ..... | 3.00 |
| For No. 1A Autographic Kodak Special | 3.75 |
| For No. 3 Autographic Kodak Special... | 3.75 |

## PRINTING FRAMES.

| | |
|---|---|
| Brownie No. 1 ..... | .15 |
| Eastman, $3\frac{1}{2}$ x $3\frac{1}{2}$ ..... | .30 |
| Eastman, $3\frac{1}{4}$ x $4\frac{1}{4}$ ..... | .30 |
| Eastman, $3\frac{1}{4}$ x $5\frac{1}{2}$ ..... | .30 |
| Eastman, $3\frac{1}{4}$ x $5\frac{1}{2}$ (for plates) ..... | .35 |
| Eastman, 4 x 5 ..... | .30 |
| Eastman, 5 x 7 ..... | .40 |
| Transparent Back Swivel Printing Frame, 8 x 8 ..... | 8.50 |
| Transparent Back Swivel Printing Frame, 10 x 10 ..... | 10.00 |

## KODAK DOUBLE PLATE HOLDERS.

| | |
|---|---|
| For No. 3 Folding Pocket Kodak ($3\frac{1}{4}$ x $4\frac{1}{4}$) . ..... | 1.25 |
| For No. 4 Bullet Special (old style), No. 4 Bullet Special (Model C), No. 4 Cartridge Kodak, No. 4 Eastman Plate Camera, No. 4 Screen Focus, or No. 4 F.P.K. (4 x 5) ..... | 1.25 |
| For No. 3A Folding Pocket Kodak, or No. 3A Special Kodak ..... | 1.25 |
| For No. 4A Folding Kodak ($4\frac{1}{4}$ x $6\frac{1}{2}$). | 1.50 |
| For No. 5 Cartridge Kodak (5 x 7) .... | 1.50 |

## TRIPODS.

| | |
|---|---|
| Bull's Eye . ..... | 1.75 |
| Standard . . ..... | 2.50 |
| Brownie Developing Box, No. 2 ..... | 1.50 |
| Transparent Trimming Cauge for No. 2 Kodak Trimming Board ..... | .35 |
| Brownie Enlarging Camera Illuminator. | 4.00 |

## PRINT ROLLERS.

| | |
|---|---|
| Kodak Print Roller (double), 6 inch .. | .75 |
| Flexo Print Roller (single), 4 inch .... | .25 |
| Eastman Print Roller (single) ..... | 3.50 |
| Eastman Print Roller No. 1 (double) .. | 3.50 |

## PREMOS.

| | |
|---|---|
| Premo Junior No. 1 ..... | 2.50 |
| Premo Junior No. 1A ..... | 3.50 |
| Premo Junior No. 3 ..... | 4.50 |
| Premoette Jr. No. 1 ..... | 6.00 |
| Premoette Jr. No. 1, Planatograph lens | 8.00 |
| Premoette Jr. No. 1, Kodak Anastigmat f.7.7. lens ..... | 13.00 |
| Premoette Sr., $2\frac{1}{2}$ x $4\frac{1}{4}$, R.R. lens .... | 12.00 |
| Premoette Sr., $3\frac{1}{4}$ x $4\frac{1}{4}$, R.R. lens .... | 12.00 |
| Premoette Sr., $3\frac{1}{4}$ x $5\frac{1}{2}$, R.R. lens .... | 15.00 |
| Premoette Sr., $2\frac{1}{2}$ x $4\frac{1}{4}$, Kodak Anastigmat f.7.7 lens ..... | 17.00 |
| Premoette Sr., $3\frac{1}{4}$ x $4\frac{1}{4}$, Kodak Anastigmat f.7.7 lens ..... | 17.00 |
| Premoette Sr., $3\frac{1}{4}$ x $5\frac{1}{2}$, Kodak Anastigmat f.7.7 lens ..... | 20.00 |
| Cartridge Premo No. 2 ..... | 2.50 |
| Cartridge Premo No. 2A ..... | 3.50 |
| Cartridge Premo No. 2C ..... | 4.50 |
| Folding Cartridge Premo No. 2 ..... | 6.50 |
| Folding Cartridge Premo No. 2, R.R. lens . . ..... | 8.00 |
| Folding Cartridge Premo No 2A ..... | 8.00 |
| Folding Cartridge Premo No. 2A, R.R. lens . . ..... | 10.00 |
| Folding Cartridge Premo No. 2C ..... | 10.00 |
| Folding Cartridge Premo No. 2C, R.R. lens . . ..... | 12.00 |
| Folding Cartridge Premo No. 3A ..... | 11.00 |
| Folding Cartridge Premo No. 3A, R.R. lens . . ..... | 13.00 |
| Premo, No. 8, 4 x 5 ..... | 17.50 |
| Premo No. 8, $3\frac{1}{4}$ x $5\frac{1}{2}$ ..... | 18.50 |
| Premo No. 8, 5 x 7 ..... | 22.50 |
| Premo No. 8, $3\frac{1}{4}$ x $5\frac{1}{2}$, with K.A. f.7.7 lens . . ..... | 23.50 |
| Premo No. 12, with B.B. Shutter and R.R. lens ..... | 18.00 |
| Premo No. 12, with B.B. Shutter and K.A. f.7.7. lens ..... | 23.00 |
| Premo No. 12, with Optimo Shutter and B. & L. K.A. f.6.3 lens ..... | 48.00 |
| Premo No. 12, Optimo Shutter and B. & L. Special Anas. f.6.3. lens .... | 39.00 |
| Premo No. 12, Optimo Shutter and Kodak Anastigmat f.6.3 lens ..... | 43.00 |
| Premo No. 12, Optimo Shutter and B. & L. Tessar Series IIb, f.6.3. lens.. | 57.00 |
| Premo No. 12, Optimo Shutter and B. & L. Tessar, Series Ic, f.4.5. lens.. | 59.00 |
| Premo No. 9, $3\frac{1}{4}$ x $5\frac{1}{2}$, Planatograph lens . . ..... | 35.00 |
| Premo No. 9, 4 x 5, Planatograph lens | 35.00 |
| Premo No. 9, 5 x 7, Planatograph lens | 40.00 |
| Premo No. 9, $3\frac{1}{4}$ x $5\frac{1}{2}$, B.B. Shutter and K.A. f.7.7 lens ..... | 40.00 |
| Premo No. 9, 4 x 5, B.B. Shutter and K.A. f.7.7. lens ..... | 40.00 |
| Premo No. 9, $3\frac{1}{4}$ x $5\frac{1}{2}$, Optimo Shutter and K.A. f.6.3 lens ..... | 63.00 |
| Premo No. 9, 4 x 5, Optimo Shutter and K.A. f.6.3. lens ..... | 63.00 |
| Premo No. 9, $3\frac{1}{4}$ x $5\frac{1}{2}$ Optimo Shutter and B. & L. K.A. f.6.3 lens ..... | 69.50 |
| Premo No. 9, 4 x 5, Optimo Shutter and B. & L. K.A. f.6.3 lens ..... | 69.50 |
| Premo No. 9, 5 x 7, Optimo Shutter and B. & L. K.A. f.6.3 lens ..... | 88.50 |

| | |
|---|---|
| Premo No. 10, 5 x 7, Planatograph lens | 75.00 |
| Premo No. 10, 5 x 7, Optimo Shutter and B. & L. K.A. f.6.3 lens | 124.00 |
| Premo No. 10, 5 x 7, Optimo Shutter and B. & L. Protar Series VIIa lens. | 156.00 |

**VIEW CAMERAS.**

| | |
|---|---|
| R.O.C. 5 x 7 | 20.00 |
| R.O.C. 6½ x 8½ | 22.00 |
| R.O.C. 8 x 10 | 25.00 |
| Empire State 11 x 14 | 70.00 |
| Eastman No. 1, 5 x 7 | 30.00 |
| Eastman No. 1, 6½ x 8½ | 33.00 |
| Eastman No. 1, 8 x 10 | 35.00 |
| Eastman No. 2, 5 x 7 | 40.00 |
| Eastman No. 2, 6½ x 8½ | 43.00 |
| Eastman No. 2, 8 x 10 | 45.00 |
| Eastman No. 2, 7 x 11 | 50.00 |

**PREMO PLATE HOLDERS.**

| | |
|---|---|
| 3¼ x 4¼ | 1.25 |
| 3¼ x 5½ | 1.25 |
| 4 x 5 | 1.25 |
| 5 x 7 | 1.50 |

**EASTMAN VIEW PLATE HOLDERS.**

| | |
|---|---|
| 5 x 7 | 1.50 |
| 6½ x 8½ | 1.60 |
| 7 x 11 | 1.75 |
| 8 x 10 | 1.75 |

**UNIVERSAL PLATE HOLDERS.**

| | |
|---|---|
| 5 x 7 | 1.50 |
| 6½ x 8½ | 1.60 |
| 8 x 10 | 1.75 |

**R.O.C. PLATE HOLDERS.**

| | |
|---|---|
| 5 x 7 | 1.25 |
| 6½ x 8½ | 1.35 |
| 8 x 10 | 1.50 |

**PREMO CARRYING CASES.**

| | |
|---|---|
| For Premo Jr. No. 1 | 1.00 |
| For Premo Jr. No. 1A | 1.00 |
| For Premo Jr. No. 3 | 1.25 |
| For Premoette Sr. No. 1A | 2.75 |
| For Premoette Sr. No. 3 | 2.75 |
| For Premoette Sr. No. 3A | 3.50 |
| For Cartridge Premo No. 2 | 1.10 |
| For Cartridge Premo No. 2C | 1.35 |
| For No. 3A Folding Cartridge Premo | 1.35 |

**COMBINATION TRIPOD.**

| | |
|---|---|
| No. 2½ | 4.00 |
| No. 3 | 4.50 |
| No. 4 | 5.50 |

**PREMO NEGATIVE RACKS.**

| | |
|---|---|
| No. 1 | .25 |
| No. 2 | .35 |

## DISCOUNTS UNCHANGED

## Correction in Condensed Price List

On page 31, the mention of Adjustable Holder for Wratten Filters, 3" square price $2.00, should read for lens mounts 1-11/16" to 2⅜" instead of for lens mounts ⅞" to 1-9/16".

## Advertising Helps

Soon you will receive a booklet of ten advertisements, specially prepared, with appropriate illustrations, for your use in winning Christmas business.

The cut for each ad. may be had from us without charge, merely for the asking—please order by number. Tell your printer that you want the same setting for each ad. as shown on the copy you supply him and insist on getting what you ask for.

## Revised Prices on Parts for Eastman Plate Tanks

| | 4x5 | 5x7 | 8x10 |
|---|---|---|---|
| Gaskets | $ .10 | $ .15 | $ .20 |
| Solution Cups | 2.00 | 2.50 | 6.00 |
| Cover | .35 | .60 | 1.25 |
| Plate Cage | 1.00 | 1.50 | 3.00 |
| Loading Fixture | .50 | .75 | 1.00 |
| Adjustable Kit | .60 | | 1.25 |
| do. To take 3¼x6½ plates | | 1.00 | |
| do. To take 4¼x6½ plates | | 1.00 | |
| do. To take 3¼x5½ plates | | 1.00 | |
| Septum | | | .15 |
| Retaining Spring | | | .15 |
| Metal Insert | | .15 | |

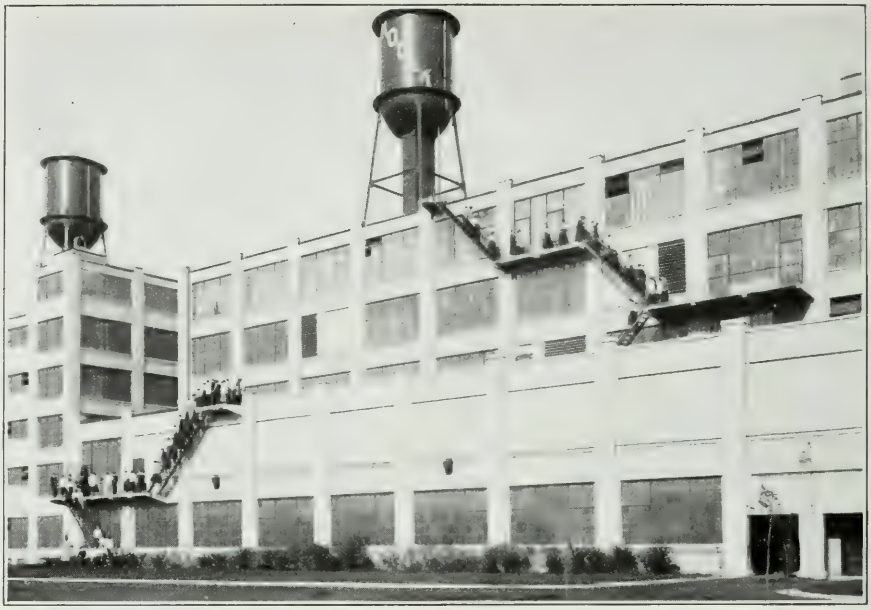
Trade Discount is unchanged save on the Kits on which discount is now 25%.

## Recommend Tozol

In the absence of Elon, you can't do better than advise your customers to use Tozol for compounding a standard developer, directions being given on the containers for preparing the proper developers.

## How to Make Good Pictures

List price advanced to 30 cents. Discount is unchanged.



## Fire Drill at Kodak Heights

Everything that human foresight can provide is done to ensure the comfort and safety of our employees. Machines are all fitted with guards to protect the workers against the possibility of injury through their own carelessness or lack of caution and there's an abundance of good air and light in every department.

The very remote contingency of a fire is effectively anticipated by a thorough system of fire drills. The thing to accomplish in such a contingency is to get the employees out of the buildings without a panic and in the shortest possible period of time.

Each unit was especially designed so as to afford convenient and rapid approach to the stair wells which are all separate from the rest of the buildings and are fire-proof, even to the doors.

To make sure that the workers would know what to do in the event of a fire, extremely remote as is that contingency, we have frequent fire-drills; they occur often but at no regular intervals or stated times, so that the help can't possibly anticipate the sound of the alarm. A drill of this kind would be useless if it were announced and it is only by frequent and unanticipated drills that the coolness and confidence can be instilled which would avoid panic should the real thing ever occur.

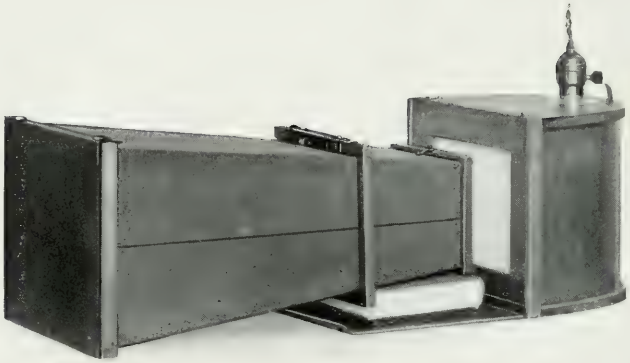
The employees in the picture are coming out of the work-rooms on to substantial balconies from which there's easy access to the ground.

# Creative Sales *vs.* Sterile Sales

In considering what lines to feature and push for Christmas business, which is the better course for a merchant to follow—to give the preference to the line which will yield him maximum immediate profit or to the one which offers the best combination of immediate profit and subsequent benefit to his business? Should he devote his energies to making sales on which the first profit is the last or to making sales on which the first profit is but number one?

We believe you will agree that it is the better policy to adopt the second plan, preferring live, creative sales to still, sterile sales on which there's only the one profit.

This theory being accepted, with what line can you most effectively put it into practice? Do you know of any sale that will be productive of more subsequent benefit than the sale of a camera?



Anyone who has electricity in the house can make first-class enlargements by the use of a

## Brownie Enlarging Camera with an Illuminator

They form a simple, efficient enlarging outfit at a reasonable price, with the advantage that the work can be done in the leisure evening hours. Help your customers to satisfy their desire for large pictures from their small negatives, thereby increasing your sales of Bromide paper.

## Buy Victory Bonds

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

# Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIV. No. 8 TORONTO, CANADA December, 1917

## "Over the Top"

Let's go "over the top" this Christmas. There never was a better chance; never a bigger issue. There are thousands of our boys in training camps, on the high seas and in the trenches. What is Christmas going to mean to them without a message from home, and how can a message from home be translated into real sympathetic action, better than with Kodak pictures of home, from home? We at home are giving and doing all we can to keep our boys cheerful. It's a nation's job—it's our job—it's your customer's job and we are all equal to it.

There never was a stronger appeal to Kodak; never a bigger incentive, nor a greater cause. Drive it home at every opportunity that Kodak pictures with their sentiment and heart tingles, are the greatest gifts the soldiers can receive.

You are armed with effective literature and you will have received by this time a beautiful set of window cards—Kodak and Premo—with which to tell the story.

Let's go "over the top."

## Keep It Taut

"Money makes the mare go," but it is camera sales that make the film-spooling-lathes spin, the paper-coating machines whirl and everything go in jig time in the photographic business.

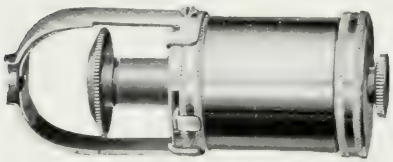
Camera sales appeal to us more from the point of new and better users created than from the point of actual dollars and cents sold—we appreciate quality of purchases as well as volume.

While there's but a small percentage of our dealers who have failed to break even with their figures for camera purchases in the corresponding period of last year, no decline in camera figures is negligible, and to those who are behind, the Christmas season affords

a fine chance to make up the deficiency.

If you feel that you have filled up the town with cameras—we question the possibility of such a thing—you have by no means filled up the surrounding country homes.

Keep taut your string of camera sales—feature cameras for Christmas.



## The Kodak Self Timer

### "It presses the button"

With the Kodak Self-Timer there's plenty of time for the one who is taking the picture, to get into the group and strike the right attitude before the self-timer clicks the shutter. The time between the release of the Self-Timer and the actual clicking of the shutter is controlled by the air-lock screw at the bottom and delayed speeds of approximately one-half second to three minutes may be had by turning the screw to the left or right. The Timer, of course, has no influence whatsoever on the shutter speeds, it being simply a means of releasing the shutter without the aid of the operator.

There has been a very considerable demand for a device of this kind and no doubt many of your customers will want them.

Kodak Self Timer, - - - - - $1.50
Discount, 25%.

## V. P. Kodak Fitted with R. R. Lens

And now a Rapid Rectilinear lens for the little Vest Pocket Kodak.

This fills the gap between the single lens equipment and that of the anastigmats; it drives home another powerful argument in favor of the V. P. Kodak. In every detail of construction except in lens equipment, it is just like the $8.00 V. P. K., having the same length of focus as the single lens and the body is all-metal with a black enamel finish.

We fully expect to be overwhelmed with orders for this equipment and just as soon as we can get the machinery under motion to let the public know about it through our magazine advertising campaign, you are going to be kept busy selling them.

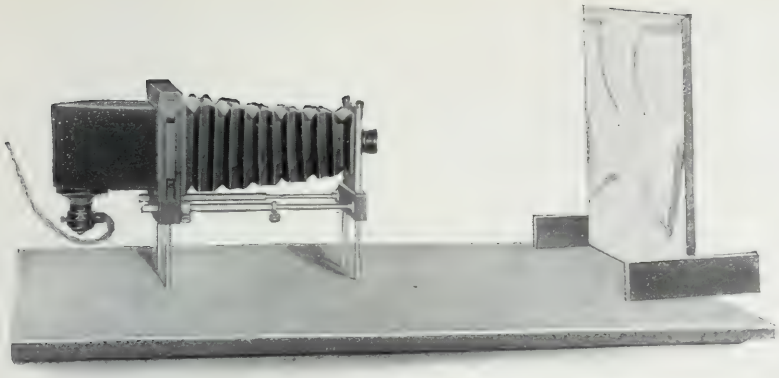
The exigencies of war have interfered sadly with the supply of lenses for the popular *f.7.7* model and we suggest that you make a drive on the R. R. Lens model while the *f.7.7* lens model is unavailable, for though the former is by no means the equal of the latter, the new model should prove a serviceable substitute in meeting the demand for a V. P. K. with better lens than that fitted to the $8.00 model.

The specifications except the lens are the same as for the $8.00 V. P. K.

PRICE

Vest Pocket Autographic Kodak, with Rapid Rectilinear lens Speed U. S. 8. - - - - - $9.50
Discount, 32%.

To those who want enlargements from their favorite negatives you should suggest the new Kodak Enlarging Outfit.



## Kodak Enlarging Outfit.

The Kodak Enlarging Outfit is a new and thoroughly practical instrument for general amateur use. It is small in size and so compact as to be easily stored. When in use, it can be placed on any table, desk or shelf.

Any size enlargement up to the size of the easel (14x17) may be obtained by moving the camera forward or backward from the easel and the holder is adaptable for use with negatives 4 x 6 inches, or smaller. Four jointed spring fingers hold the Bromide paper in position on the easel.

The approximate exposure for an 8 x 10 enlargement on Bromide paper, using an average 4 x 5 negative, a 60-watt Mazda Lamp and stop U. S. 8, will be about (30) seconds.

The outfit is supplied complete with lens and diaphragm, the largest opening of which is U. S. 4, but the equipment does not include the 60 watt Mazda electric light bulb intended for use in the outfit.

The illustration shows the Kodak Enlarging Outfit set up on the table ready for use.

This outfit is just what the amateur, who does his own enlarging, needs. And the amateur finisher whose business does not require the use of the Eastman Enlarging Outfit, will find this one a valuable addition to his equipment. Every Kodak Enlarging Outfit you sell means bigger sales of Eastman Permanent Bromide Paper and the chemicals necessary to their development.

PRICE

Kodak Enlarging Outfit, - $15.00

Discount, 32%.

## Held Until Christmas

Kodakery subscriptions received by us between December 15th and Christmas, will be held until after Christmas, before mailing the first number of the magazine.

The reason is perfectly obvious since you will sell a lot of cameras intended for Christmas presents.

## On Blisters

Blisters may form on prints during developing, fixing, washing or toning, or partly during either operation. Their formation during development is a rare occurrence. The same is true of fixing, unless the print is transferred direct from a strongly alkaline developer to a strongly acid short stop bath or fixing solution, in which case small bubbles of gas are formed within the gelatine film because of the action of the acid on the alkaline carbonate. The formation of gas in the gelatine is over the entire surface of the print. If for any reason the gelatine film has become softened, a small gas balloon is formed under each weak spot where gas is being liberated, resulting in blisters or so-called air bells. If the developer is not too alkaline or the acid short stop or fixing bath is not too acid, and prints are rinsed after developing, such blisters are not formed.

Air bells or blisters are liable to occur if the water used for washing contains an excess of dissolved air. Water under high pressure is usually the cause of the trouble. The water contains a great amount of dissolved air and the gelatine emulsion is saturated with water. If the temperature of the water is slightly raised, this air is expelled with the result that it may raise the gelatine and form an air bell If the gelatine has been properly hardened the air bells are not so likely to form. If this trouble is a persistent one, the remedy would be an open tank into which the water could be drawn from the tap. This relieves the pressure and allows the air to escape. Heating the water will expel the air more quickly.

All blisters, however, are not gas or air blisters. They are often filled with liquid, in which case they are caused by the phenomenon of osmosis. If a solution of some one of the forms of salt, hypo for example, is enclosed within the gelatine film of a print, the gelatine can only be penetrated by water or a solution of lower concentration than the hypo. If a print saturated with hypo is placed in water, it is natural for the hypo, of high concentration, to be forced out of the gelatine by the water. This force which causes the water to penetrate the gelatine and expel the hypo until the two solutions are of equal concentration is called osmotic pressure.

If by swelling, softening, or for any other reason, the gelatine becomes less porous in one spot than another, the water will penetrate the gelatine faster than the hypo is expelled, with the result that a blister will form. This osmotic pressure is often great enough to break the gelatine emulsion. If the gelatine has been properly hardened and the print carefully handled, the gelatine should be uniformly porous and no such trouble experienced.

Most blisters are formed during washing after fixing, and their production is assisted by the presence of cracks, creases or folds in the paper, since wherever these occur the gelatine film is likely to be broken away from the paper support.

Likewise, any factor in manipulation which tends to soften the gelatine locally tends to produce blisters. A powerful spray of water will soften the gelatine in the spot where it strikes the print, and touching the print with warm fingers will

soften the print at the point of contact.

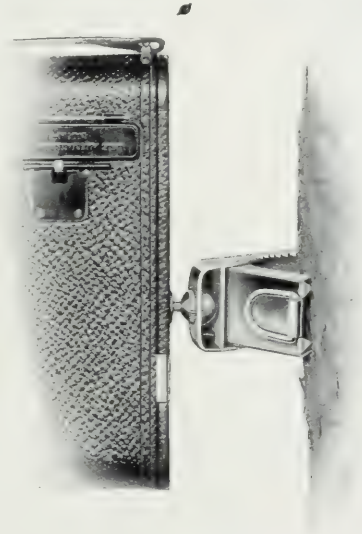
Washing at high temperatures should be avoided as much as possible, and in all cases the temperature of the various solutions should be maintained as nearly the same as possible. A frequent cause of blisters is the transference of prints from a warm fixing bath to cold water, and vice versa. In cold weather keep a fixing bath where it will be as cold as the water used for washing.

Apart from the effect of temperature, the use of alkaline wash water or an alkaline fixing bath, caused by carrying developer into the fixing bath with the prints, will tend to soften the gelatine and produce a condition favorable to blisters. It is important then to maintain the acidity of the fixing bath, or use a fresh bath at all times.

Blisters formed during after treatment are usually caused by toning, and may be due to insufficient hardening, the use of one of the acid bleaching baths, an excessively strong sulphiding bath or too hot a hypo-alum bath, together with one or all of the above causes. If a print is not thoroughly hardened and is placed in a very hot hypo-alum toning bath, it will soften before the alum can begin its hardening action.

If, during final washing, it is seen that blisters have formed, the paper underneath may be pricked and the water squeezed out, or the print may be immersed in equal parts of water and alcohol, followed by a bath of alcohol alone. It is better, however, to prevent toning blisters by drying prints before toning, or better still, by treating with a 3% solution of formalin after washing and before toning, with or without drying, if there is any reason to believe prints may not be sufficiently hardened to withstand toning.

—*Studio Light.*



## The Kodapod

Very often carrying space is too limited to take along a tripod and a little Kodapod tucked away in the pocket will answer the purpose just as well when a tree, fence, or similar object is near at hand.

The Kodapod is held in place firmly by a strong spring, the jaws having a grip like a bull-dog. By means of the clamping screw (not shown in the illustration) the ball may be loosened to allow the camera to be adjusted to the correct vertical, or horizontal position.

There are a good many of your customers who will want Kodapods. How many shall we send you?

PRICE

Kodapod, . . . $1.50

Discount, 25%.

## Eastman X-Ray Developing Powders

To avoid confusion the package of six 12 oz. powders, sufficient to make 72 ozs. of solution and listing at 90 cents, will hereafter be known as No. 2 size, while the package that contains chemicals sufficient to make 128 ozs. of solution and listing at $1.20, will be known as No. 3 size. No change in price or discount.

## Eastman Adjustable Filter Holder

For Wratten Filters, 4 inches square, to fit lens-barrels of 3 to 3⅞ inches diameter, - $2.25
Trade Discount, 10%.

## Price Changes

### Velox Dark Room Lamps

Either cylinder or bell shape, each, - - - - - - - $2.50
Trade Discount, 25%.

### Graduates

| | |
|---|---|
| 4 oz., - - - - - - - - - | $ .20 |
| 8 oz., - - - - - - - - - | .30 |
| 16 oz., - - - - - - - - - | .40 |

Trade Discount, 25%.

### Majestic Print Dryers

| | |
|---|---|
| No. 1, - - - - - - - - - | $38.00 |
| No. 4, - - - - - - - - - | 75.00 |
| No. 5, - - - - - - - - - | 75.00 |

Trade Discount, 25%.

### Stereo Kodak Self-Transposing Printing Frame

List price, - - - - - - - $2.50
Trade Discount, 25%.

## Order Dental Films as Listed

Eastman Dental X-Ray Films are packed in one dozen pairs. Some dealers do not seem to understand this and order these films by the gross, counting 24 films in each package of one dozen pairs. There are others who also order by the gross, but consider that one dozen pairs are equivalent to one dozen films in the gross order.

This is confusing and often we have to write to find out whether it was the dealer's intention to order a gross of films or a gross of pairs.

To avoid all this uncertainty and delay in filling the orders, please order in packages of dozen pairs as listed in the Condensed Price List.

## Freight and Express Shipments

### Freight

Everyone of us must appreciate that at this time, freight shipments are unusually heavy and when such conditions prevail there are bound to be delays that are unavoidable.

Shipments for war purposes are especially heavy, and these take precedence over all others. Food supplies and perishable goods come next and lastly merchandise. The result is that merchandise is often pretty seriously delayed. We are doing all in our power to eliminate such delays and we appreciate that no one can be seriously blamed if delays do occur under such conditions. And in the trying winter months that are before us we must one and all learn to exercise patience and not expect from the over-burdened transportation companies the service they are prepared to give under normal conditions. In some cases it is necessary to route shipments in a round-about way, as a good many cities are embargoed for varying periods on a direct railroad line,

but open on one that is more or less indirect.

We are receiving, continually, requests for tracers to ascertain the delays. As a matter of fact we must get accustomed to these delays and tracers do not always give the desired result.

Let us all be patient and try to understand that conditions are now abnormal and that the best way to meet the situation is to order goods a week or two earlier than we would under ordinary circumstances.

### Express

Express shipments are uncertain too. Practically the same conditions are encountered as with freight shipments so far as delays are concerned.

A great many of our express shipments consist of more than one piece. This is absolutely necessary in many cases and especially so when chemicals are included in the order. Acids and chemicals for example, cannot be packed with film. And flash goods must be packed separately. But, when express shipments of more than one piece leave our shipping department, they go together under one express receipt and are entitled to one billing and one charge for the entire shipment. Every package in each separate shipment is marked with the invoice number and number of packages, or pieces, in the entire shipment, as (on 2), or (on 3),—the numeral denoting the number of packages in the shipment—and you can tell at once, by referring to any one of the packages, how many are in the shipment. At any rate, they all leave our shipping department together, but, as is sometimes the case, the expressmen do not keep the packages together and often they are billed separately and charged separately. This not only means delay in the delivery to you but it also means that the express company charges you for two or more shipments while you are entitled to one billing and one charge.

This is, of course, beyond our power to correct, but it is always advisable to check the number of packages in each shipment every time and if short take the matter up with the express company for adjustment.

## A Good Transformer

"Kodak on the Farm" has proved itself highly efficient in building up business for many dealers and we know of one case where it has been credited by the dealer himself with the transformation of his Kodak department from a state that bordered on wakefulness into real wide-awake life. His photographic business in 1917 is about three times what it was in 1915 and "Kodak on the Farm" has done the good work, for he has sold cameras to lots of farmers, who would scarcely have been influenced by any other method. His plan is to canvass the market on market days, presenting each farmer with a copy of the booklet, and he sees to it that few elude the canvass. Have you made a canvass of your farmer-customers with the booklet? Remember that we are "at your service" to supply any reasonable quantity with your imprint. All you need to do is to drop us a line stating how many you can use to advantage.

## West Toronto

Our customers will please note that all shipments to us, whether by express or by freight, should be directed to West Toronto. This City is rather stretched-out, having several stations, and where express or freight matter is directed simply to Toronto delay follows until the goods are re-billed to West Toronto. The railway and express companies are handicapped for help, so you can help them give you better service by noting our address—West Toronto for freight or express matter.

## Competent Assistants

A little while back we enquired from a customer how he accounted for the unfavorable comparison existing between his 1917 purchases and the consistently high average of his purchases for former years. Our friend made no bones whatever about giving us the facts—of which we already had a pretty good idea. He wrote that he himself was not a Kodak specialist and had always made sure of having an assistant who knew the line thoroughly but latterly he had been unable to obtain a "Kodak man." We know that a good many other dealers are in like case and that's our reason for mentioning the incident. Competent help is daily becoming scarcer and the green hands with whom one has to be content need a good deal of training before they can become efficient at handling customers. However, you can help them to gain a satisfactory working familiarity with the line by getting them to read the back numbers of the *Kodak Salesman* on your file as well as the current numbers, in which there is appearing a series of articles specially written to help newcomers. We shall be glad to send the *K. S.* to each one of your assistants. The Velox Booklet, the Manuals and other publications like "By Flashlight" all contain useful selling information—urge the green hands to read 'em. Our salesmen will gladly bring out the leading points of the several cameras and help your people in any way possible.

## Worth Recommending

In effect, our business in chemicals or powders and solutions exists purely as a protection or insurance for our business in sensitized materials. You need not draw on your imagination to appreciate how puny are the P. & S. figures in comparison with the total figures for films, papers and plates.

We urge the use of Tozol with our papers, because we know that so long as Elon or Metol is not available as before, no other developing agent on the market can give results on our sensitized goods to equal those produced with a Tozol developer. Recently we have had several instances where the superiority of Tozol has been conclusively shown, and you are safe in recommending Tozol above all other developers for use with Kodak papers. Tozol also gives splendid results in deep tank development of film by substituting for the combined quantities of Elon and Hydrochinon an equivalent quantity of Tozol.

# Repair Department Notes

## Inventory

In a few days it will be time to start the inventory and that is your opportunity to examine critically every camera you have in stock.

Give instructions to those who are taking the inventory to make sure that no camera in need of repairs goes back on the shelves. Open the camera—try the shutters at every speed—see that the lenses have not been tampered with—open the back and be sure that the camera is right and just as you would want it, if you, instead of your customer, were to buy it. If anything is wrong and you can fix it yourself—do it before it gets back into stock. If you cannot repair it, send it to us *now*.

## Instructions on Repairs

Don't think of sending a camera back to us for repairs without perfectly clear instructions as to just what is wrong. It is not difficult to imagine the extra work involved, when a number of cameras are returned and no instructions accompany them.

Remember! If a camera, by any chance, passes our rigid inspection and is shown to be defective it will be repaired free of charge. Also if the camera has been used but never worked right, there will be no charge. But if the repairs are required as a result of carelessness on the part of the operator, a charge is made for the time required to make it right.

*Whatever the trouble may be, do not fail to send full instructions, so that the camera can be properly identified.*

## Don't Transpose Lenses

We have said this many times and yet it seems beyond belief—eight cameras came into the repair department in one week and the only trouble with any of them was that lenses in each case had been changed about.

You wouldn't think of going to your optician and picking out a pair of lenses for your glasses and saying: Put these lenses in my mountings, and I guess that pair will answer for close work. Instead you employ an expert to test your eyes and he does the prescribing. It's the same way with a camera. Kodak workmen are the experts who know the lenses that are correct for each camera they make and if the lenses are changed, they should be changed by an expert, otherwise the effect would be just the same as if one adopted any kind of glass and expected to correct defects in eyesight. Even lenses of exactly the same description vary slightly in focus. Each lens is an individual and has to be so treated. Every lens is carefully focused when fitted to its particular camera. In case of the fixed focus cameras the lens is adjusted to a certain point where it works best and in case of the focusing cameras the scale is adjusted. The placing and adjusting of lenses is *our job.*

*For the sake of Kodak results, don't let your clerks, or any alleged expert, transpose the lenses from one camera to another.* It's a hit or miss way that will never work except by chance—and a mighty small chance at that.

## Price Cards and Slips

### Price Cards:

At the time the prices of cameras were advanced last month, there were, in dealers' stores and in transportation, thousands of cameras with price cards in the boxes. These prices have been changed and the price cards are wrong.

Please make a mental note to destroy all such price cards.

### Slips Showing New Camera Prices:

In every lot of Kodak and Premo catalogues that is sent out between now and the time the new catalogues (big) are printed next spring, will be sent slips showing the new prices of cameras and sundries, as of November 1st, 1917. These slips have been prepared separately for the Kodak catalogue, Kodak Booklets, the Premo catalogue and Premo Booklets.

If you have any of these booklets or catalogues in stock let us know how many of each and we will send a sufficient supply of the different slips for you to insert in each. This will eliminate a lot of explaining.

## Lantern Slide Service

Several years ago we announced a special lantern slide advertising service for Kodak dealers. We have been supplying these slides to a great many dealers and almost invariably they have come back for more. These are straight advertising appeals—photographically correct and attractive, between the reel acts, features.

If you have not already taken advantage of this kind of advertising, give it a trial.

## Future Delivery Orders

Because manufacturing and transportation conditions are as they are, we are unable to accept orders for future delivery of any of our products at the prices prevailing at the time the order is given, provided the prices advance before delivery of the goods. In other words, the billing prices will be subject to our selling prices, at the time the order is delivered.

This also applies in instances where dealers order goods for the following month's account. All prices depend on conditions and are subject to change without notice.

## A Free Course in Kodak Finishing

Enlist now in the better customer service offered by the Educational Department. Send the manager of your Kodak Finishing Department to us and let us give him some "pointers" on the latest efficiency methods in developing and finishing. The course is free—the use of the materials is free. There's just one stipulation, he must come to Rochester as *the course is not a correspondence course.*

We cannot be satisfied with good enough these days, it must be the best.

Enroll now, addressing your application to: Educational Department, Eastman Kodak Co., Rochester, N.Y.

# INDEX TO TRADE CIRCULAR, 1917

The numbers indicate the pages.


Accounting, June 1, 2, 3, 4, 5, 6.
Advertising, Jan. 1, Feb. 1, 2, 3, 7, Mar. 2, Apr. 1, 6, May 7, 11, June 10, July 6, 7, Aug. 1, 2, Sept. 6, Oct. 2, 4, Nov. 1, 5, 7.
Advertising Competition, April 4, June 11.
Albums, Jan. 3, 4.
Amateur Delivery Envelopes, Jan. 4.
Anastigmat Lenses, July 3.
Artura X. C., Apr. 2.
Autographic Records, May 4, June 6, July 6.
Azo, Feb. 6, March 3.
Backgrounds, June 8.
Backing Paper, June 8, 9.
Blisters, Dec. 4.
Bolting Cloth, June 7, Sept. 3.
Brownies, July 1, 2, Nov. 2.
Bulbs, Feb. 6.
Cable Release, Sept. 2.
Calendars, Aug. 4, 5, Sept. 3, Oct. 6, 7.
Canvas Cases, Jan. 3.
Card Mounts, Feb. 4, March 2, 4.
Carrying Cases, March 6, 7, Apr. 2, July 7, Aug. 2, Sept. 5, Nov. 2, 3.
Catalogues, May 1.
Changes without notice, Apr. 5, May 6, 7, Aug. 6, 7, Sept. 1, 2, Dec. 10.
Chemicals, Feb. 6, Mar. 4, Apr. 2, 5, May 8, July 3, Aug. 2, Sept. 3, Nov. 2.
Cirkut Papers, Oct. 7.
Complaints, Feb. 6.
Corrections, Feb. 4, March 4, Sept. 3, 5, 7, Nov. 5.
Damaged Goods, Nov. 2.
Dark Room Lamps, Apr. 2, Nov. 2.
Developing Holders, Racks and Clips, Apr. 2, 7, June 8, July 3, Nov. 2, 3, 5.
Dry Mounting Presses, March 4.
Dry Mounting Tissue, Aug. 5.
Enlargements, Sept. 4.
Enlarging Cameras, March 4, June 8, Sept. 5, Oct. 2, Nov. 2, 8, Dec. 3.
Ferrotype Plates, Aug. 2.
Film Cabinet, May 9, 10, June 11, Sept. 2.
Film Pack Hangers, Apr. 2.
Filters, Apr. 4, Sept. 3.
Finger Print Cameras, June 7, Aug. 2.
Flashlight Goods, Oct. 2.
Focusing Cloth, Jan. 3, May 8, July 7.
Folmer & Schwing Dept. Goods, Jan. 5, 6, 7, June 8.
Glass, May 7, Sept. 3.
Glass Fixing Boxes, May 7.
Graduates, May 8, Aug. 2.
Ground Glass Substitute, Oct. 3.
Holders, Jan. 3, Nov. 3.
How to Make Good Pictures, Jan. 4, May 8, Nov. 5.
Hydrometers, Aug. 2.
Kodak Self-Timer, Dec. 2.
Kodaks, May 3, Oct. 1, Nov. 1, 2, Dec. 2.
Kodakery, Jan. 5, Apr. 7, Aug. 7, Sept. 7, Oct. 5, 6.
Kodak Heights, March 1, July 4, 5, Nov. 6.
Kodapod, Dec. 5.
Leather Dressing, Oct. 2.
Majestic Print Dryers, May 4.
Ordering, Jan. 7, March 3, Apr. 2, May 7, June 9, Aug. 5, Sept. 2, 6, 7, Nov. 2.
Photo Paste, Feb. 6.
Plate Tanks, Nov. 5.
Post Card Printer, June 8.
Premo Negative Racks, Mar. 6, Nov. 1, 3.
Premos, March 4, 6, May 5, 6, Nov. 2, 3.
Printing Frames and Masks, May 8, June 8, Nov. 2.
Print Paddle, Aug. 2.
Print Rollers, Apr. 2, Nov. 2.
Range Finder, May 1, 2, 3, June 10, Oct. 6.
Repairs, Dec. 9.
Returnable Goods, Feb. 2.
Reversible Backs, Jan. 3.
Rounds Print Washer, Feb. 6.
Scales, Apr. 2, May 7.
Shipments, Dec. 6.
Solio, June 9.
Squeegees, June 8.
Terms of Sale, Jan. 4.
Thermometers, July 3, 7.
Timers, May 8.
Toning Bath Heater, May 7.
Tozol, Apr. 3, Nov. 5, Dec. 8.
Trays, Apr. 2.
Trimming Gauge, Mar. 4.
Tripod Adapters, Feb. 5.
Tripods, Mar. 4, Apr. 2, May 7, June 6, 8, Nov. 2, 3.
Tubing, Feb. 6, Oct. 2.
Velox, March 5.
View Cameras, Mar. 6, Nov. 3.
Wratten & Wainwright Goods, Nov. 2.
X-Ray Dental Film, March 5, Oct. 3.
X-Ray Plates, Oct. 3, Dec. 12.

# Business-Building Gifts

YOUR personal interest, or rather self-interest should prompt you to give cameras a liberal showing this month in the display positions of your store because there is every indication that this will be *the* Kodak Christmas. Practically all models of our cameras have sold surpassingly well and the demand has kept us on the jump right through the year. Bear in mind that to feature cameras for gift purposes is unquestionably good provision for future profits because the camera-gift is the business-building gift, creating other sales in rising progression.

Consider what benefit in the way of future profit will be had from the sale of twelve No. 2 Brownies—have you any other line that can rival the cameras as business-building gifts?

# 230% Increase in the Use of Seed X-Ray Plates

THERE is no secret beyond the fact that faithful performance has brought about this increase of 230 per cent. in the use of Seed X-Ray Plates over the corresponding period of last year.

Seed Plates have been the photographic standard for 40 years and in Seed X-Ray Plates there is maintained the same standard of high efficiency, unvarying uniformity and dependability to meet the requirements of the X-Ray field.

# To All Our Customers

A Merry Christmas personally and good holiday business for the store—so may it be.

*FOR TRADE CIRCULATION ONLY.*

Eastman Kodak Company

# Trade Circular.

*"FOR YOUR INTERESTS AND OUR OWN"*

Vol. XVIII., No. 2 ROCHESTER January, 1917

## PLASTIC PLATES.

In the April 1916, *Kodak Trade Circular*, we announced: "Plastic Plates will hereafter be 're-coated' plates." And while the prices of these plates are the same as those in the single coated list, we would call your attention to the fact that owing to our inability to procure old negative glass in special sizes, Plastic Plates are supplied in the following sizes only:

| | |
|---|---|
| 4¼ x 6½ | 8 x 10 |
| 5 x 7 | 10 x 12 |
| 5 x 8 | 11 x 14 |
| 6½ x 8½ | 14 x 17 |

This still holds good. Perhaps it would be well for you to make a memo in your Condensed Price List.

## THE KODAK BANKS.

The Kodak Bank plan of selling cameras is not limited to any particular time of the year. It is just as good in the summer, as in the winter. Start the banks out when you will and if no restriction is made as to the time for saving the dimes, a much larger percentage will be bringing back five and six dollars in their banks, as against a possible two or three dollars, if the time is limited.

It is not a "million a minute" selling scheme, but a mighty good, paying proposition for you—one that will net consistent returns in supplies alone. The dealers have realized this, for we have received orders far beyond our expectations, not only a lot of orders, but big ones.

These are being shipped in rotation (that is according to the receipt of orders) as rapidly as we can get the labels imprinted and prepared. We consider the Kodak Banks the best merchandising plan for dealers we have ever employed and if your order is not entered, get it in as early on the list as possible.

## DISCONTINUED

Until further notice, we will be unable to supply Potassium Sulpho-Cyanate.

## ADVANCE IN PRICE

Owing to the increase in cost of materials, we were obliged to advance, December 7th, our selling prices of the following:

### REVERSIBLE BACKS

(Regular or Reducing) for Eastman View No. 1 and No. 2, or R. O. C. View Cameras, not including plate holder.

| | |
|---|---|
| 5 x 7 | $ 8.00 |
| 6½ x 8½ | 9.00 |
| 8 x 10 | 10.00 |
| 7 x 11 | 10.00 |

Discount, 40%

### PLATE HOLDERS: EASTMAN VIEW and UNIVERSAL.

| | |
|---|---|
| 5 x 7 | $ 1.25 |
| 6½ x 8½ | 1.35 |
| 8 x 10 | 1.50 |
| 7 x 11 | 1.50 |
| 11 x 14 | 4.00 |
| 14 x 17 | 5.00 |

Discount, 33⅓%

### R. O. C. POST CARD PLATE HOLDERS:

| | |
|---|---|
| 3¼ x 4¼ | $ .75 |
| 3¼ x 5½ | .75 |
| 4 x 5 | .75 |
| 5 x 7 | 1.00 |

Discount, 33⅓%

### EASTMAN POST OFFICE PAPER:

List price the same as heretofore. Discount, 33⅓%.

The following advances in prices were made December 8th, 1916:

### RUBBER FOCUSING CLOTH:

1 yard wide, first quality medium weight - - - - - $ .60

Discount, 33⅓%.

| | |
|---|---|
| In rolls, 10 yards net | $ .33 yard |
| " " 50 " " | .31 " |
| " " 100 " " | .30 " |

### EASTMAN ETCHING KNIVES:

List price the same as heretofore. Discount, 25%

### CANVAS CASES FOR VIEW CAMERAS:

It was necessary for us to advance our prices on canvas cases for view cameras on December 9th, 1916:

| | |
|---|---|
| For R. O. C. View, 5 x 7 | $ 2.50 |
| " " " 6½ x 8½ | 2.75 |
| " " " 8 x 10 | 3.00 |
| For Eastman View No. 1, 5 x 7 | 4.50 |
| " " " " 6½ x 8½ | 4.75 |
| " " " " 8 x 10 | 5.00 |
| For Eastman View No. 2, 5 x 7 | 5.00 |
| " " " " 6½ x 8½ | 5.50 |
| " " " " 8 x 10 | 6.00 |
| " " " " 7 x 11 | 7.00 |

Discount, 40%

### R. O. C. NEGATIVE WASHERS:

December 14, 1916, we were obliged to advance our selling prices on R. O. C. Negative Washers, as follows:

| | |
|---|---|
| 4 x 5 | $ 2.50 |
| 5 x 7 | 4.00 |
| 8 x 10 | 5.00 |
| 14 x 17 | 10.00 |

Discount, 33⅓%. No quantity discount.

## NOT A CORRESPONDENCE COURSE

Judging from the letters we have received, inquiring about our free course on Kodak Finishing, a lot of dealers read the article on page 7 of the December *Trade Circular*. Space, however, did not permit us to say what we have often said before, that the student must come to Rochester, as the course cannot be taken by correspondence. We are ready and willing to give our services free, but the student cannot get the instruction except by coming to Rochester.

Please bear this in mind.

# ADVANCE IN ALBUMS AND CARD MOUNTS

We are obliged to advance our selling prices of Albums and Card Mounts to take effect January 1, 1917. Commencing on that date these prices will be as follows:

## THE KODAK ALBUM

| | | | |
|---|---|---|---|
| A | 2¼ x 3¼ | 25 leaves | $3.00 |
| B | 2½ x 4¼ | 25 " | 3.25 |
| C | 3¼ x 4¼ | 25 " | 3.25 |
| D | 3¼ x 5½ | 25 " | 3.50 |
| E | 3¼ x 5½ | 50 " | 4.25 |
| F | 4 x 5 | 25 " | 3.25 |
| G | 4¼ x 6½ | 25 " | 3.50 |
| H | 5 x 7 | 25 " | 3.75 |

## THE OTHELLO ALBUM

Heavy Black Walrus Leather. 50 Black Leaves. Large Pocket in Back.

| | | |
|---|---|---|
| A | 5 x 8 | $2.50 |
| | Package 12 extra leaves | .12 |
| B | 7 x 11 | 3.25 |
| | Package 12 extra leaves | .15 |
| C | 8 x 10 | 3.35 |
| | Package 12 extra leaves | .15 |
| D | 11 x 14 | 4.90 |
| | Package 12 extra leaves | .35 |

## THE TROJAN ALBUM

Flexible, Embossed Leather with Bronze Finish. 50 Black Leaves. Pocket for Loose Prints.

| | | |
|---|---|---|
| A | 5 x 8 | $1.90 |
| | Package 12 extra leaves | .12 |
| B | 7 x 11 | 2.60 |
| | Package 12 extra leaves | .15 |
| C | 10 x 12 | 3.90 |
| | Package 12 extra leaves | .30 |
| D | 11 x 14 | 4.75 |
| | Package 12 extra leaves | .35 |

## THE CAIRO ALBUM

Flexible Tinted Leather Covers. 50 Black Leaves.

| | | |
|---|---|---|
| A | 5 x 8 | $1.75 |
| | Package 12 extra leaves | .12 |
| B | 7 x 11 | 2 35 |
| | Package 12 extra leaves | .15 |
| C | 10 x 12 | 3.65 |
| | Package 12 extra leaves | .30 |
| D | 9 x 14 | 3.95 |
| | Package 12 extra leaves | .35 |

## THE HERCULES ALBUM

Flexible Leather Covers, Blended Gray and Black. Pocket for Loose Prints. 50 Black Leaves.

| | | |
|---|---|---|
| A | 5 x 8 | $2.85 |
| | Package 12 extra leaves | .12 |
| B | 7 x 11 | 3.50 |
| | Package 12 extra leaves | .15 |
| C | 10 x 12 | 4.75 |
| | Package 12 extra leaves | .30 |
| D | 9 x 14 | 5 50 |
| | Package 12 extra leaves | .35 |

## THE THEBES ALBUM

Black Seal Grain Flexible Leather. 50 Black Leaves.

| | | |
|---|---|---|
| A | 5½ x 7 | $1.60 |
| | Package 12 extra leaves | .12 |
| B | 7 x 10 | 2.00 |
| | Package 12 extra leaves | .15 |
| C | 10 x 7 | 2.00 |
| | Package 12 extra leaves | .15 |
| D | 8 x 10 | 2.25 |
| | Package 12 extra leaves | .15 |
| E | 11 x 14 | 3.75 |
| | Package 12 extra leaves | .35 |

## THE AGRIPPA ALBUM

| | | |
|---|---|---|
| A | 5 x 8 | $1.50 |
| | Package 12 extra leaves | .12 |
| B | 7 x 11 | 1.85 |
| | Package 12 extra leaves | .15 |
| C | 10 x 12 | 3.25 |
| | Package 12 extra leaves | .25 |
| D | 9 x 14 | 3.60 |
| | Package 12 extra leaves | .30 |

## THE TIBER ALBUM

| | | |
|---|---|---|
| A | 5 x 8 | $ .85 |
| | Package 12 extra leaves | .12 |
| B | 7 x 11 | 1.15 |
| | Package 12 extra leaves | .15 |
| C | 10 x 12 | 1.80 |
| | Package 12 extra leaves | .25 |
| D | 9 x 14 | 2.00 |
| | Package 12 extra leaves | .30 |

## ARTISTS' ALBUM

Order by Number

Artists' Album, 5½ x 7; capacity, 20 4 x 5, 3½ x 3½, 3¼ x 4¼; or 40, 2¼ x 3¼:

| | |
|---|---|
| No. 1, Black | $ .25 |
| " 2, White | .25 |
| " 3, Sepia | .25 |

Extra leaves, any color complete with tissue, package of 5 leaves - .09

### ARTISTS' ALBUM—Continued

Artists' Album, 7 x 10; capacity 20, 5 x 7, 3¼ x 5½, or 40, 4 x 5, 3¼ x 4¼, 3½ x 3½; or 80, 2¼ x 3¼.

| | |
|---|---|
| No. 4, Black - - - | $ .35 |
| " 5, White - - - | .35 |
| " 6, Sepia - - - | .35 |

Extra leaves, any color complete with tissue, package of 5 leaves - .12

## THE FORUM ALBUM

Flexible Black Leather Embossed Cloth Cover

| | | |
|---|---|---|
| A, | 25 black leaves; or N, 25 Sepia, 5½ x 7 - - - | $ .45 |
| B, | 25 black leaves; or O, 25 Sepia, 7 x 10 - - - | .60 |
| C, | 25 black leaves; or P, 25 Sepia, 10 x 7 - - - | .60 |
| D, | 25 black leaves; or R, 25 Sepia, 11 x 14 - - - | 1.35 |
| E, | 50 black leaves, 5½ x 7 - | .60 |
| F, | 50 black leaves, 7 x 10 - | .90 |
| G, | 50 black leaves, 10 x 7 - | .90 |
| H, | 50 black leaves, 11 x 14 - | 1.60 |

## THE APOLLO ALBUM

Watered Silk Cloth Cover, with Pocket for Loose Prints. Black Leaves only.

| | | | |
|---|---|---|---|
| A | 25 leaves | 5 x 8 | $ .60 |
| B | 25 " | 7 x 11 | .80 |
| C | 25 " | 10 x 12 | 1.50 |
| D | 25 " | 9 x 14 | 1.60 |
| E | 50 " | 5 x 8 | .80 |
| F | 50 " | 7 x 11 | 1.10 |
| G | 50 " | 10 x 12 | 1.75 |
| H | 50 " | 9 x 14 | 1.85 |

## SOUVENIR POST CARD ALBUM

Flexible Black Leather Embossed Cloth Cover.

| | | |
|---|---|---|
| X | 25 black leaves, 10 x 7, for 100 cards, - - - - - | $ .75 |
| X,R | 25 black leaves, 11 x 14, for 200 cards, - - - - - | 1.80 |
| X,T | Flexible Black Grain Leather Cover, 25 leaves, 11 x 14, for 200 cards, - - - - - | 3.00 |

## EASTMAN FILM NEGATIVE ALBUM

Same list as heretofore.
Dealers' discount—40%.

## THE POCKETFOTO

| | | |
|---|---|---|
| No. 1 | for 2¼ x 3¼ or smaller pictures, each, - - - - | $1.50 |
| No. 3 | for 2½ x 4¼ to 3¼ x 4¼ pictures, each, - - - - | 1.75 |
| No. 3A | for 3¼ x 5½ and 4 x 5 pictures, each, - - - - - | 2.00 |

## SOUVENIR PHOTO CASE

| Style | For Prints | Size Outside | Price |
|---|---|---|---|
| No. 0 | 1⅝ x 2½ | 2⅝ x 3¼ | $ .35 |
| No. 1 | 2¼ x 3¼ | 3⅜ x 4 | .40 |
| No. 1A | 2½ x 4¼ | 3⅝ x 5 | .45 |
| No. 3 | 3¼ x 4¼ | 4⅛ x 5 | .45 |
| No. 3A | 3¼ x 5½ | 4⅛ x 6 | .50 |

# MOUNTS

## BEVPLANE

Carbon Black and Scotch Grey

| For Prints | Size Outside | Per 1000 | Per 100 | Per 50 |
|---|---|---|---|---|
| 1½ x 2 | 2⅜ x 3⅜ | $ 7.00 | $ .80 | $ .40 |
| 1⅝ x 2½ | 3¼ x 4 | 8.00 | .90 | .45 |
| 2¼ x 3¼ | 4 x 5 | 9.00 | 1.00 | .50 |
| 2½ x 4¼ | 4½ x 6 | 11.00 | 1.20 | .60 |
| 3¼ x 3½ | 5 x 5 | 11.00 | 1.20 | .60 |
| 3¼ x 4¼ | 5 x 6 | 12.00 | 1.30 | .65 |
| 3¼ x 5½ | 4⅜ x 7 | 13.00 | 1.40 | .70 |
| 4 x 5 | 5½ x 6½ | 13.00 | 1.40 | .70 |
| 2¼ x 7 | 4 x 8⅜ | 13.00 | 1.40 | .70 |
| 4¼ x 6½ | 5¾ x 8 | 18.50 | 2.00 | 1.00 |
| 5 x 7 | 7 x 9 | 21.00 | 2.30 | 1.15 |
| 3½ x 12 | 5⅜ x 13¾ | 22.00 | 2.40 | 1.20 |

No orders accepted for less than fifty of one kind and size. The 1½ x 2 size can be used for mounting No. 00 Cartridge Premo prints.

## BALTIC

Buff, Brown or Grey
Heavy stock, beveled edges, heavy borders—a beautiful rich mount.

| No. | For Prints | Size of Mount | Per 1000 | Per 100 | Per 50 |
|---|---|---|---|---|---|
| 0 | 1⅝ x 2½ | 3⅜ x 4¼ | $10.50 | $1.15 | $ .60 |
| 1 | 2¼ x 3¼ | 4⅜ x 5⅜ | 13.00 | 1.40 | .70 |
| 1A | 2½ x 4¼ | 4½ x 6½ | 14.50 | 1.55 | .80 |
| 2 | 3¼ x 3½ | 5½ x 5½ | 15.50 | 1.65 | .85 |
| 3 | 3¼ x 4¼ | 5⅞ x 6⅞ | 15.50 | 1.65 | .85 |
| 2C | 2⅝ x 4⅜ | 5⅛ x 7⅛ | 16.00 | 1.70 | .85 |
| 3A | 3¼ x 5½ | 5⅜ x 8 | 18.00 | 1.90 | .95 |
| 4 | 4 x 5 | 6 x 7 | 20.00 | 2.10 | 1.05 |
| 4A | 4¼ x 6½ | 6½ x 8⅜ | 25.00 | 2.75 | 1.40 |
| 5 | 5 x 7 | 8 x 10 | 30.00 | 3.30 | 1.65 |

No orders accepted for less than fifty of one kind and size.

## WOODMAT

| Size | For Prints | Size Outside | Each |
|---|---|---|---|
| No. 1 | 2¼ x 3¼ | 4⅜ x 5⅜ | $ .05 |
| No. 1A | 2½ x 4¼ | 4⅝ x 6⅜ | .06 |
| No. 3 | 3¼ x 4¼ | 5⅜ x 6½ | .07 |
| No. 3A | 3¼ x 5½ | 6¼ x 8⅜ | .08 |
| No. 4 | 4 x 5 | 6⅜ x 7⅜ | .08 |
| No. 4A | 4¼ x 6½ | 7 x 9¼ | .10 |

## THE MARINE

London Brown and Ash Grey
Good heavy stock, embossed corded silk pattern, beveled edges.

| No. | For Prints | Size of Mount | Per 1000 | Per 100 | Per 50 |
|---|---|---|---|---|---|
| 0 | 1⅝ x 2½ | 3⅜ x 4¼ | $ 9.00 | $1.00 | $ .50 |
| 1 | 2¼ x 3¼ | 4⅜ x 5⅜ | 11.00 | 1.20 | .60 |
| 1A | 2½ x 4¼ | 4½ x 6¼ | 12.00 | 1.30 | .65 |

### MARINE MOUNTS—Continued

| No. | For Prints | Size of Mount | Per 1000 | Per 100 | Per 50 |
|---|---|---|---|---|---|
| 2 | 3½ x 3½ | 5½ x 5½ | $12.00 | $1.30 | $ .65 |
| 3 | 3½ x 4½ | 5½ x 6½ | 13.00 | 1.40 | .70 |
| 3A | 3½ x 5½ | 5⅝ x 8 | 14.50 | 1.55 | .80 |
| 4 | 4 x 5 | 6 x 7 | 15.50 | 1.65 | .85 |
| 4A | 4½ x 6½ | 6½ x 8½ | 19.00 | 2.00 | 1.00 |
| 5 | 5 x 7 | 8 x 10 | 25.00 | 2.60 | 1.30 |

No orders accepted for less than fifty of one kind and size.

## RIVIERA

Ash Grey and White

| For Prints | Size Outside | Per 1000 | Per 100 | Per 50 |
|---|---|---|---|---|
| 1½ x 2 | 3 x 3 7/16 | $ 6.00 | $ .70 | $ .35 |
| 1⅝ x 2½ | 3 x 3⅝ | 7.00 | .80 | .40 |
| 2½ x 2½ | 3⅝ x 3⅝ | 8.00 | .90 | .45 |
| 2½ x 3¼ | 3⅝ x 4⅝ | 8.00 | .90 | .45 |
| 2½ x 4¼ | 4⅛ x 5⅞ | 9.00 | 1.00 | .50 |
| 3½ x 3½ | 5 x 5 | 9.00 | 1.00 | .50 |
| 3¼ x 4¼ | 4½ x 5 9/16 | 9.00 | 1.00 | .50 |
| 2⅝ x 4⅝ | 4⅛ x 6⅛ | 11.00 | 1.20 | .60 |
| 4 x 5 | 5 7/16 x 6 7/16 | 13.00 | 1.40 | .70 |
| 3½ x 5½ | 5 x 7¼ | 13.00 | 1.40 | .70 |
| 4¼ x 6½ | 5¾ x 8 | 16.00 | 1.80 | .90 |
| 5 x 7 | 7 x 9 | 18.50 | 2.10 | 1.05 |

No orders accepted for less than fifty of one kind and size. The 1½ x 2 size can be used for mounting No. 00 Cartridge Premo prints.

## INSLIP ENLARGEMENT MOUNT

English Grey or Sepia-Buff

| No. | For Prints | Size Outside | Price Per Doz. |
|---|---|---|---|
| A | 3½ x 5½ | 7⅜ x 9⅝ | $ .60 |
| B | 3⅝ x 5½ | 8⅛ x 9⅝ | .60 |
| C | 4½ x 6½ | 8⅛ x 10⅝ | .60 |
| D | 5 x 7 | 9⅜ x 11⅝ | .60 |
| E | 5 x 8½ | 9⅜ x 13⅛ | .70 |
| F | 6½ x 8½ | 11⅜ x 13⅛ | .75 |
| G | 6 x 10 | 10⅜ x 14⅝ | .77 |
| H | 8 x 10 | 12⅝ x 14⅝ | .95 |
| | | | Price per ½ Doz. |
| J | 10 x 12 | 15¼ x 17¼ | $ .93 |
| K | 7 x 12 | 12 x 17 | .70 |
| L | 8 x 14 | 14¼ x 20¼ | .70 |
| M | 11 x 14 | 17¼ x 20¼ | 1.30 |

## THE DRIMOUNT

English Grey or Sepia-Buff

| No. | For Prints | Size Outside | Price Per Doz. |
|---|---|---|---|
| A | 3½ x 5½ | 7¼ x 9½ | $ .28 |
| B | 3⅝ x 5½ | 7⅝ x 9⅝ | .28 |
| C | 4½ x 6½ | 8¼ x 10½ | .29 |
| D | 5 x 7 | 9½ x 11½ | .30 |
| E | 5 x 8½ | 9⅜ x 12⅝ | .39 |
| F | 6½ x 8½ | 11⅛ x 13⅛ | .39 |
| G | 6 x 10 | 10⅜ x 14⅜ | .40 |
| H | 8 x 10 | 12⅜ x 14⅜ | .52 |
| | | | Price per ½ Doz. |
| J | 10 x 12 | 15 x 17 | $ .38 |
| K | 7 x 12 | 11¾ x 16¾ | .38 |
| L | 8 x 14 | 14 x 20 | .38 |
| M | 11 x 14 | 17 x 20 | .50 |

## STEREO MOUNTS

Queen's Grey

| Size of Mount | Per 1000 | Per 100 | Per 50 |
|---|---|---|---|
| 3½ x 7 | $ 8.00 | $ .90 | $ .45 |

No orders accepted for less than fifty of one kind or size.

## VIEW ENLARGEMENT MOUNTS

Grey and Brown

| No. | For Prints | Size Outside | Per 100 |
|---|---|---|---|
| A | 5 x 7 | 8 x 10 | $ 3.00 |
| B | 6½ x 8½ | 10 x 12 | 4.00 |
| C | 8 x 10 | 12 x 14 | 5.00 |
| D | 7 x 11 | 11 x 15 | 5.50 |

Discount on Albums and Leaves—40%.

Discount on all Mounts, with the exception of **Woodmat**—25%.

Discount on Woodmat Mounts—33⅓%.

# NEW PRICES ON GOODS SUPPLIED BY THE FOLMER AND SCHWING DIVISION

Beginning January 1, 1917, the following prices will apply to the Folmer & Schwing goods listed below:

### Cameras:

| | | | |
|---|---|---|---|
| 3¼ x 4¼ | Speed Graphic without lens | | $ 42.00 |
| | with B. & L. Kodak Anastigmat No. 2 | | 61.00 |
| | with B. & L. Tessar Series Ic No. 14 | | 77.00 |
| 4 x 5 | Speed Graphic without lens | | 45.00 |
| | with B. & L. Kodak Anastigmat No. 3 | | 68.25 |
| | with B. & L. Tessar Series Ic No. 15 | | 85.50 |
| 3¼ x 5½ | Speed Graphic without lens | | 46.00 |
| | with B. & L. Kodak Anastigmat No. 4 | | 72.25 |
| | with B. & L. Tessar Series Ic No. 15a | | 96.00 |
| 5 x 7 | Speed Graphic without lens | | 55.00 |
| | with B. & L. Kodak Anastigmat No. 5 | | 89.50 |
| | with B. & L. Tessar Series Ic No. 16 | | 117.00 |
| 4 x 5 | R. B. Cycle Graphic with R. R. Lens in Auto Shutter | | 50.00 |
| | with B. & L. Kodak Anastigmat No. 3 in Volute Shutter | | 84.55 |

4 x 5 R. B. Cycle Graphic—Continued

| | | |
|---|---|---|
| | with B. & L. Protar VIIa No. 7 in Volute Shutter | $118.30 |
| 5 x 7 | R. B. Cycle Graphic with R. R. Lens in Auto Shutter | 60.00 |
| | with B. & L. Kodak Anastigmat No. 5 in Volute Shutter | 106.80 |
| | with B. & L. Protar VIIa No. 10 in Volute Shutter | 141.80 |
| 6½ x 8½ | R. B. Cycle Graphic with R. R. Lens in Auto Shutter | 73.00 |
| | with B. & L. Kodak Anastigmat No. 6 in Volute Shutter | 126.20 |
| | with B. & L. Protar VIIa No. 13 in Volute Shutter | 170.20 |
| 8 x 10 | R. B. Cycle Graphic with R. R. Lens in Auto Shutter | 95.00 |
| | with B. & L. Protar VIIa No. 17 in Volute Shutter | 243.90 |
| | Stereo Graphic without lens | 80.00 |
| | with pair B.&L. Kodak Anastigmat Lenses No. 3 | 126.50 |
| | with pair B.&L. Tessar IIb No. 4 | 139.00 |
| | with pair B.&L. Protar VIIa No. 7 | 194.00 |
| | with pair B.&L. Series V No. 1 | 120.00 |
| | Graflex Enlarging Camera | 28.00 |
| | Cirkut Camera No. 5 | 118.00 |
| | Cirkut Camera No. 10, no lens and shutter | 230.00 |
| | with Turner Reich Lens Series II | 300.00 |
| | Cirkut Camera No. 16, no lens and shutter | 370.00 |
| | with Turner Reich Lens Series II | 445.00 |
| | Cirkut Outfit No. 6 | 126.50 |
| | with T. R. Lens Series II in shutter | 171.30 |
| | with B. & L. Protar Series VIIa No. 9 | 212.80 |
| | Cirkut Outfit No. 8 | 190.00 |
| | with T. R. Lens Series II in shutter | 256.20 |
| | with B. & L. Protar Series VIIa No. 12 | 296.80 |

### Graflex Roll Holders:

| | |
|---|---|
| No. 50, 3¼ x 2¼ | $ 7.00 |
| No. 51, 4¼ x 3¼ | 8.00 |
| No. 52, 5½ x 3¼ | 9.00 |
| No. 53, 5 x 4 | 9.00 |
| No. 54, 7 x 5 | 10.00 |

### Graflex Carrying Cases:

| | |
|---|---|
| For 1A Graflex | $ 5.50 |
| 3A Graflex | 8.00 |
| 3¼ x 4¼ Auto Graflex | 7.50 |
| 3¼ x 4¼ Auto Graflex and Magazine Holder | 8.25 |
| 4 x 5 Auto Graflex | 8.50 |
| 4 x 5 Auto Graflex and Magazine Holder | 9.25 |
| 5 x 7 Auto Graflex | 11.50 |
| 5 x 7 Auto Graflex and Magazine Holder | 12.25 |
| Auto Graflex Jr. | 5.50 |
| Auto Graflex Jr. and Magazine Holder | 7.00 |
| R. B. Auto Graflex Jr. | 6.00 |
| R. B. Auto Graflex Jr. and Magazine Holder | 7.75 |
| 3¼ x 5½ Compact Graflex | 7.75 |
| 3¼ x 5½ Compact Graflex and Magazine Holder | 8.50 |
| 5 x 7 Compact Graflex | 9.50 |
| 5 x 7 Compact Graflex and Magazine Holder | 11.25 |
| 3¼ x 4¼ Tele. R. B. Auto Graflex | 8.75 |
| 3¼ x 4¼ Tele. R. B. Auto and Magazine Holder | 10.00 |
| 4x5 Tele. R. B. Auto Graflex | 10.50 |
| 4 x 5 Tele. R. B. Auto and Magazine Holder | 11.50 |
| 3¼ x 4¼ Revolving Back Graflex | 9.25 |
| 3¼x4¼ Revolving Back Graflex and Magazine Holder | 10.50 |
| 4x5 Revolving Back Graflex | 11.00 |
| 4 x 5 R. B. Graflex and Magazine Holder | 12.00 |
| Press Graflex | 14.50 |
| Press Graflex and Magazine Holder | 15.50 |
| Home Portrait Graflex | 15.50 |
| Stereo Graflex | 10.50 |
| Stereo Graflex and Magazine Holder | 11.50 |
| No. 0 Graphic | 4.00 |
| 3¼ x 4¼ Speed Graphic | 6.75 |
| 4 x 5 " " | 7.75 |
| 3¼ x 5½ " " | 7.75 |
| 5 x 7 " " | 9.50 |
| 5 x 7 " " | 9.50 |
| Stereo Graphic | 9.50 |

**Carrying Cases for Graflex Plate Holders:**

| | |
|---|---|
| For 2¼ x 3¼ | $3.75 |
| 3¼ x 4¼ | 5.00 |
| 3¼ x 5½ | 5.50 |
| 4 x 5 | 5.50 |
| 5 x 7 | 6.00 |

**Graflex Focal Plane Shutter for Graphic Cameras:**

| | |
|---|---|
| 4 x 5 | $21.00 |
| 5 x 7 | 23.00 |
| 6½ x 8½ | 26.00 |
| 8 x 10 | 28.00 |

**Graphic Plate Holders:**

| | |
|---|---|
| 3¼ x 4¼ | $ 1.25 |
| 3¼ x 5½ | 1.25 |
| 4 x 5 | 1.25 |
| 5 x 7 | 1.50 |
| 6½ x 8½ | 2.00 |
| 8 x 10 | 2.25 |

**Graflex Color Plate Holders:**

| | |
|---|---|
| 2¼ x 3¼ | $ 4.00 |
| 3¼ x 4 | 4.25 |
| 3¼ x 4¼ | 4.50 |
| 3¼ x 5½ | 5.50 |
| 4 x 5 | 5.00 |
| 5 x 7 | 6.00 |

**Graphic Sight Finders:**

| | |
|---|---|
| 3¼ x 4¼ | $ 3.00 |
| 3¼ x 5½ | 3.50 |
| 4 x 5 | 3.50 |
| 5 x 7 | 4.25 |

**Supplementary Wide Angle Beds:**

| | |
|---|---|
| 4 x 5 | $ 9.00 |
| 5 x 7 | 10.00 |
| 6½ x 8½ | 11.00 |
| 8 x 10 | 12.00 |

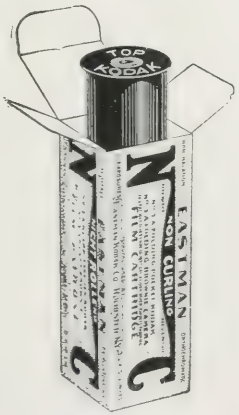
**Tripod:**

F. & S. Professional . . . $15.00

## MORE "KINKS"

We have lately had a few cameras returned for repairs, when there was nothing wrong but a "Kink" in the cable release. If the shutter doesn't work perfectly, see if the cable release is kinked. Rather than return the camera to us for repairs, wouldn't it be cheaper and far more satisfactory to your customer—more in the line of service, to carry a line of cable releases and try a new one on the camera. Many a "balky" shutter has been pacified by a new cable release.

Try it. It's service.


The only film fit for a Kodak is

# EASTMAN FILM

*Dependable-uniform-fast.*

Our supply in all sizes is complete—get your picture ammunition here.

RICHARD ROE & COMPANY

Single Column Cut—250B.
Double Column Cut—250A.

Get the story with a

# KODAK

Skating and coasting parties, sleigh rides, all the pleasures that winter provides, fairly challenge your Kodak—*get the story*.

Kodaks from $6.00 up.
Brownie cameras as low as $1.25.

RICHARD ROE & COMPANY

Single Column Cut—138-B. Double Column Cut—138-A

*FOR TRADE CIRCULATION ONLY.*

Eastman Kodak Company

# Trade Circular.

*"FOR YOUR INTERESTS AND OUR OWN"*

Vol. XVIII., No. 3 ROCHESTER February, 1917

## "BOOSTING" THE KODAK BANK SALES

Referring to the Kodak Bank system of selling cameras in the January Kodak *Trade Circular*, we said: "It is not a 'million a minute' selling scheme, but a mighty good, paying proposition for you—one that will net consistent returns in supplies alone." Since then, we have received the following letter from a dealer, regarding his first sale through the Kodak Bank plan, showing how his men behind the counter take advantage of the psychological moment to "boost" their sales records:

"We made a window display of the Kodak Banks and have had same in the window ever since.

Up to the present writing we have disposed of twenty-two (22) of the banks and the first one was returned yesterday afternoon containing the full amount of money and succeeded in selling our customer a No. 2 Folding Brownie R. R. lens $7.50 and $1.00 worth of film making a total of $8.50."

This shows what a clerk can do if he tries and if you are using the Kodak Banks; or anticipate using them, let your clerks know that it isn't going to hurt them to at least try to "boost" the cash register receipts, when a customer returns his bank for redemption.

## LISTED RIGHT

Your Condensed Price List is right and when we told you on page 8 of the November *Trade Circular* to add to the No. 8 Portrait Attachments and Filters, No. 2A Folding Cartridge Premo, with single lens, we were wrong. This camera takes the No. 3 Portrait Attachment and Filters, with either single or double lens, as it is listed in your Price List.

## 7 x 11 EASTMAN VIEW LENS BOARD

We are prepared to supply Lens Boards for the 7 x 11 Eastman View Camera No. 2 at $1.25 list. Discount, 40%.

Vertical Album—Closed

## A NEW ALBUM THAT WILL HELP INCREASE SALES

The old family photograph album was put out of business by the big pictures and the wide variety in styles and sizes. It couldn't accommodate its stiff self to such a variety of sizes and thicknesses of mounts as were used for the matte papers.

The album certainly made business. It constantly invited photographs and so we have worked out a practical portrait album that will take 87% of the various sizes of prints that are now being made by professional photographers. It is a rich, substantial album, so cleverly constructed that it is widely flexible as to the size of the prints for which it provides. In other words, it may be used for all large prints, or all small prints, or for some large and some small. It is supplied with 12 leaves and will hold 12 extra leaves, which may be easily inserted by removing the spacers and without increasing the size of the Album back. Each of these leaves,—which are in neutral tones of gray and brown—has both combinations of colors, with either an oval or rectangular mask. The No. 2 leaves have three masks in series and the Nos. 1 and 3, two masks to the page. The leaves are numbered at the binding for identification.

Fully ninety per cent of all portraits are now simply inserted in folders or tipped on large thin mounts. To detach them, uninjured from the mounts and slip them into a proper opening in this new album is the work of but an instant—and they are permanently provided for.

The Eastman Portrait Albums are bound in black, long grain leather, with the one word "Portraits" hot stamped in gold leaf on the front cover. They are in faultless taste without one touch of gaudiness.

The albums are supplied either in the vertical or horizontal shapes.

The outside size of the former is 12 x 13¾ inches and the latter, 10¾ x 15 inches. *In ordering be sure to specify which shape is desired.*

PRICE

Eastman Portrait Album, either vertical or horizontal, including 12 assorted leaves - - - $10.00
Discount, 40%

Extra leaves for same, "H" for horizontal and "V" for vertical:

H-1 For 6 prints, having openings 2¾ x 3¼ to 3 x 5

H-2 For 4 prints, having openings 3½ x 5⅝ to 4¼ x 6⅜

H-3 For 2 prints, having openings 6 x 8 to 7¼ x 9¼

V-4 For 8 prints, having openings 2¾ x 3¾ to 3 x 5

V-5 For 2 prints, having openings 3½ x 5⅝ to 4¼ x 6⅜

V-6 For 2 prints, having openings 6 x 8 to 7¼ x 9¼

Extra leaves for any size openings - - - - - - - $ .40 each
Discount, 40%

Eastman Portrait Album (vertical) open.

## THE POINT OF VIEW

It has been said, and truthfully, that a man may get so close to his own business that he will fail to accurately see the view point of his customers.

This may be so with us, though we have received no criticisms or suggestions to that effect, but just because we are apparently sailing on a smooth sea we are not filled with a spirit of false complacency.

We have never felt that placing the goods on your shelves ended our responsibility. We have felt it our duty, from economic motives, if you please, to do everything in our power to help you to get our goods off your shelves so we could fill them again with our products. In other words, we have tried to sell you *service* as well as merchandise.

In our organization we think Kodak and photography, and naturally to the exclusion of everything else.

Some of you handle photographic supplies exclusively, while on the other hand, Kodaks and photographic supplies are but one of many lines carried by some of you.

The point is this: In our enthusiasm for our own line we may have failed to grasp your view as a dealer in a number of different products.

A vast quantity of advertising matter is wasted annually because the dealer does not make use of such matter when sent him by the manufacturer. In some cases this is due to carelessness, or inefficient management on the part of the retailer, but sometimes it is due to the fact that the matter sent by the manufacturer will not fit in with the dealer's proposition.

Our catalogues, booklets, showcards, cuts for your newspaper advertising and other dealer aids are prepared thoughtfully and with the greatest of care, so that they may be just right for the purpose.

What we want to know is this: Are you making the best use of the advertising matter we are sending you—and if not, why not?

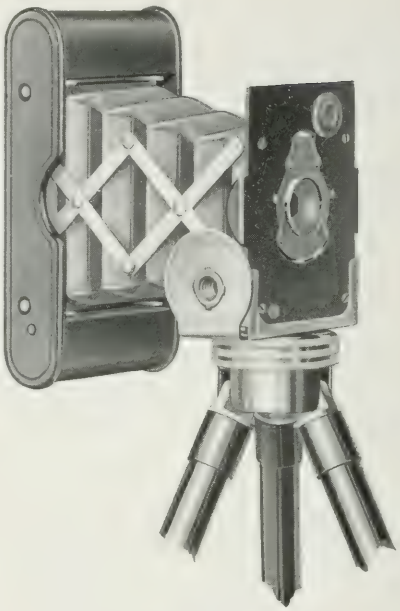
It is of course obvious that we can not supply special matter to meet the needs of any one dealer for some one special occasion, but we do want to do the greatest possible good for the greatest possible number, and we earnestly invite criticisms and suggestions that will increase the value of our *service*.

## RETURNABLE FILM AND PAPER

Perhaps not all dealers—especially new dealers—know about the arrangements we make for credit on old film, film packs and paper, so we are again explaining the matter.

Films, film packs and paper which have become too old to deliver safely to customers, may be returned to the factory of manfacture (not to Branches), freight or express charges paid, and a credit in exchange, of 50% of the list price will be given, provided the films or film packs are returned within three months after the expiration of time limit as stamped on cartons; printing-out and developing-out papers, within thirty days from expiration of time limit, and the quantity returned is not excessive.

The inconvenience of returning exhausted stock and the unpleasantness of customer complaints may be avoided, if your clerks will take the responsibility of always keeping the oldest stock to the front, where it will be used first. In this way you are continually turning it, and eliminating obvious trouble.



**Showing Adapter in use with Kodak Metal Tripod.**

## VEST POCKET KODAK TRIPOD ADAPTER

The Vest Pocket Kodak is so small and compact that it was impractical to put tripod sockets in the camera itself. As there has been a very considerable demand for some means of using a tripod with the Kodak, we are now prepared to supply for this purpose, the Vest Pocket Kodak Tripod Adapter. This simply slips over the front standard of the Kodak and may be used in either the vertical or horizontal positions.

The adapter may be instantly detached when not in use.

PRICE

Vest Pocket Kodak Tripod Adapter $ .50
Discount 33⅓%

## CHEMICALS

In the past two years there have been several substitute developers recommended, the best of which have been published from time to time in the *Trade Circular*. These developers have done splendid work, but those photographers who prefer Elon above all other developers, will welcome the announcement that we are again in a position to supply it. Prices will be as follows:

### ELON:

| | |
|---|---|
| 1 oz. | $ 2.00 |
| ¼ lb. | 7.75 |
| ½ lb. | 15.35 |
| 1 lb. | 30.40 |

Discount, 33⅓%

### KODELON:

We are glad to announce a further reduction in our selling prices of Kodelon, and from January 3rd until further notice these prices will be as follows:

| | |
|---|---|
| 1 oz. | $ .65 |
| ¼ lb. | 2.35 |
| ½ lb. | 4.55 |
| 1 lb. | 8.80 |
| 5 lbs. | 43.50 |

Discount, 33⅓%

### CRYSTAL PYRO:

We are again in a position to furnish E. K. Crystal Pyro in 5 lb. cans, the price to be as follows:

| | |
|---|---|
| 5 lb. can | $23.50 |

Discount, 33⅓%

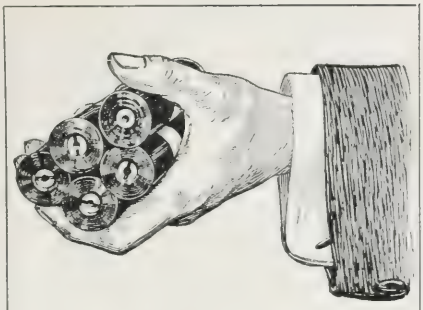
In lots of 100 ozs. or more, assorted, 40%

### HYDROCHINON

On January 15th we made a further reduction in the prices of Hydrochinon:

| | |
|---|---|
| 1 oz. can | $ .23 |
| ¼ lb. " | .68 |
| ½ lb. " | 1.30 |
| 1 lb. " | 2.50 |
| 5 lb. " | 12.25 |

Discount, 40%



***Your film is in good hands here.***

Developed by the tank system recommended by the Eastman Kodak Company; prints made by experts who know how from years of experience—the result is *results*.

RICHARD ROE & CO.

Single Column Cut—271-B.
Double Column Cut—271-A.

### PHOTO PASTE

We are compelled to advance the prices of Photo Paste, and while the list prices remain the same, the discount will be 33⅓% with no quantity discount. This became effective January 15th, 1917.

The following changes in prices were announced to take effect January 18th 1917:

### AMMONIUM SULPHOCYANATE

| | |
|---|---|
| 1 oz. bottle | $ .25 |
| ½ lb. " | 1.50 |

Discount, 33⅓%

### WOOD ALCOHOL

| | |
|---|---|
| 1 pt. bottle | $ .35 |
| 1 qt. " | .65 |
| 5 gal. can | 8.75 |

Discount, 33⅓%

### POTASSIUM FERRICYANIDE

| | |
|---|---|
| 1 oz. bottle | $ .40 |
| ¼ lb. " | 1.30 |
| ½ lb. " | 2.45 |
| 1 lb. " | 4.75 |

Discount, 33⅓%

### IODINE RESUBLIMED

| | |
|---|---|
| 1 oz. bottle | $ .55 |

Discount, 33⅓%

### OXALIC ACID

| | |
|---|---|
| 1 oz. | $ .15 |
| ¼ lb. | .33 |
| ½ lb. | .60 |
| 1 lb. | 1.10 |

Discount, 33⅓%

### X-RAY DEVELOPER POWDERS, EASTMAN

It has become necessary to advance the price of Eastman X-Ray Developer Powders, as follows:

| | |
|---|---|
| Per package, 6 powders sufficient for 72 ozs. solution | $ .90 |

Discount, 33⅓%

We are now in a position to supply these powders as follows:

| | |
|---|---|
| Single powders sufficient for 128 ozs. solution | $ 1.20 |

Discount, 33⅓%

K P 306

**IMPORTANT**

*If the contents of this package are not as represented, or if paper is thought to be defective, fill out the following form and return direct to the Factory, NOT to your Stock-house.*

Purchased from _____

Date purchased _____ Expiration date _____

(SIZE AND QUANTITY) _____ of your _____ brand

of paper. Emulsion No. _____ Sorted by _____

which is thought to be defective and which is being held awaiting your instructions.

Enclosed with this slip, find prints showing trouble, also some unexposed pieces of paper marked on back with initials, or other mark of identification. The unexposed pieces are wrapped in black paper to protect them from the light.

Please test and if the fault is in the manipulation, advise how to correct same

Name _____

Full address _____

*TO INSURE PROMPT ATTENTION, THIS FORM MUST BE USED*

EASTMAN KODAK CO., ROCHESTER, N. Y.

**Form Inserted in Package Paper.**

## ADVANCE IN PRICE

Owing to present conditions, we are obliged to advance the prices to the dealer, of the following:

### BULBS AND TUBES AND ALL RUBBER TUBING

List price the same as heretofore.

Discount 33⅓%

### MEASURING JUGS

List price the same as heretofore.

Discount 33⅓%

### ROUNDS PRINT WASHERS

| | |
|---|---|
| Small size | $17.00 |
| Large size | 40.00 |

Discount 33⅓%

## USE THE FORM

In every package of Velox, Azo Artura and Bromide papers, we insert a slip (see illustration) which is to be used in case the customer's results are unsatisfactory. This slip should be properly filled out and returned to us with prints showing trouble, also some unexposed pieces of the paper. In some cases we find the customer goes to the dealer with his troubles, is given a fresh package of paper and then sends in the slip to us. Very often we replace the paper too and the customer has two new packages if the dealer has previously replaced it.

The matter should be handled entirely from the factory in order to avoid duplication. So please ask your customer to send all complaints, with the slip properly made out and complied with, to us, and the matter will be given our best attention. Of course if you wish to

be of service to your customer you can send it in to us, (not to our branches) but in that case do not replace the goods until we can give the paper a thorough test. At any rate we prefer to make all replacements.

In these tests, we often find that the paper is in perfect condition, but that all the trouble lies in selecting the wrong degree of contrast. This may be the customer's fault, but if a customer asks for "regular" and you are out of the size he wants, don't suggest "special" or "contrast", but sell him a size of "regular" that will cut in two and answer his purpose, or try a different surface with the degree of contrast he wants.

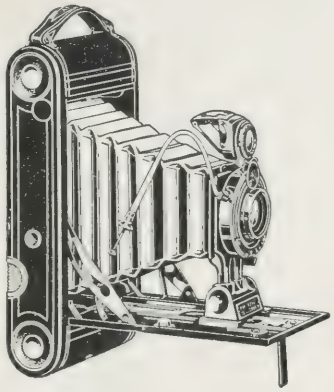
Obviously the best solution to this problem, is to keep always stocked up on the amateur sizes that are most used.

## THE CORRECT CUT

Among your customers, there are a few who know the Kodak line mighty well; know a certain camera when they see it in your advertisement, and know it if the camera you illustrate does not correspond with your advertising "copy".

Advertising has to be directed at the man who knows, as well as the man who does not know, and so it pays to check up the accuracy of your printer and make sure that you illustrate a Kodak, when you are advertising a Kodak. The way to avoid the embarrassment of getting a Premo cut in a Kodak advertisement, for example, would be to insist that your printer submit a proof to you before he is allowed to run the advertisement. This will give you the chance to catch errors in cuts, spelling and in lay-out.

Try it and see how it works out.



# No. 2-C Autographic Kodak Jr.

PRICE $12.00

The newest of the Kodaks makes pictures in a brand new size (2⅞ x 4⅞ inches). It fits the pocket.

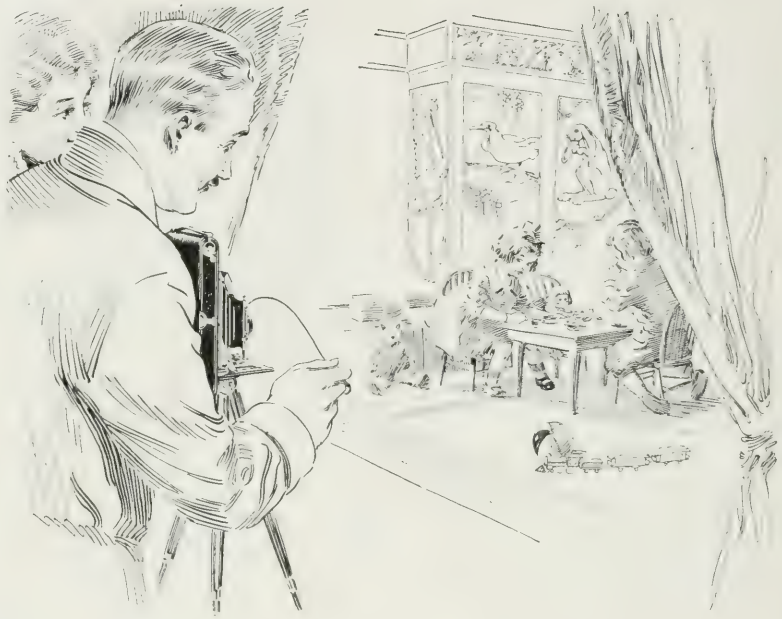
We would like to show you what this camera can do and why it can do it.

**Other Kodaks from $6.00 up.**
**Brownie cameras from $1.25 up.**

RICHARD ROE & COMPANY

Single Column Cut—209H.
Double Column Cut—209G.

"Th' ranks o' th' down and out are filled with men who nailed a horse shoe over th' door instead o' puttin' an ad in th' newspaper."
—"*Abe*" *Martin.*



Pictures of home scenes that, print by print, will comprise a veritable household history are so easy to make with a

# KODAK

and then, too, there is a pleasure in the making.

We would like to give you a copy of the little booklet "At Home with the Kodak." It tells you how to make pictures indoors.

Kodaks from $6.00 up.
Brownie Cameras from $1.25 up.

RICHARD ROE & COMPANY.

Single Column Cut—142-B. Double Column Cut—142-A.

*FOR TRADE CIRCULATION ONLY.*

Eastman Kodak Company

# Trade Circular.

*"FOR YOUR INTERESTS AND OUR OWN"*

Vol. XVIII., No. 4 ROCHESTER March, 1917

## THE KODAK BANKS

There seems to be a mistaken idea among some dealers that the Kodak Banks are sold to customers. That is not the idea. You loan the customer a bank free and he simply gives you ten cents as security for the return of the bank and when it is finally returned filled, the dummy disk (which is merely a receipt for the dime left with you as security) is credited in the same way that a dime would be, toward the purchase of a camera. In this way the dealer is secured against the loss or non-return of the bank and the customer is not out the dime deposited with the dealer, if he returns the bank with dimes enough to purchase a camera. Please do not convey the idea that you are selling the banks. It's just the same as if you were to loan a Kodak to a customer and asked for a deposit, in order to secure you against loss.

We have received a pile of letters from dealers using the banks and every one of them enthusiastic about the plan. One says: "We have one young man who had his bank filled 3 times and he is going to get a No. 3A." Another says: "We have disposed of the first lot of Kodak Banks, and several have come back to us filled and a Kodak or Brownie was sold in each instance. Would like to have another hundred banks."

If you have not already gotten in line, get your order in now, the earlier the better. The more new customers you get, the more films and supplies, you will sell.

### KODAK BANK RECORD SHEETS

We are sending out now, with each order for one hundred Kodak Banks, a record sheet on which the dealer may keep the names and addresses of those to whom he gives banks. There are also spaces for the dates the banks were given out; when they were returned and the amount received. This will enable the dealer to keep an accurate record and know just how much profit was made through the Kodak Bank plan.

# ADVANCE IN PRICES OF CARRYING CASES.

## KODAK CARRYING CASES.

Owing to the excessive increase in the cost of material, we are obliged to advance our selling prices as follows, effective at once:

| | |
|---|---|
| Grain Leather Case, velvet lined, for Vest Pocket Autographic Kodak Special, | $2.00 |
| Imported Satin Finish Leather Case for same, | 2.50 |
| Russet Belt Carrying Case for same, | 1.75 |
| Leather Hand Carrying Case, with shoulder strap for No. 1 Autographic Kodak Jr. or No. 1 F. P. Kodak, | 2.50 |
| Do., for No. 1A Autographic Kodak Jr., No. 1A Autographic Kodak or No. 1A R. R. Type, | 2.75 |
| Do., for No. 2C Autographic Kodak Jr., | 2.75 |
| Do., for No. 3 Autographic Kodak, | 2.75 |
| Do., for No. 1A Speed Kodak, | 3.00 |
| Do., for No. 3A Autographic Kodak, | 3.50 |
| Do., for No. 4 Folding Pocket Kodak, | 3.00 |
| Do., for No. 4A Folding Kodak, | 3.75 |
| Do., for No. 4A Speed Kodak, | 5.25 |
| Long Grain Leather, velvet lined case with strap, for No. 1 Autographic Kodak Special, | 3.25 |
| Grain Leather Case, velvet lined, with strap, for No. 1A Autographic Kodak Special, | 3 50 |
| Do., for No. 3 Autographic Kodak Special, | 3.50 |
| Do., for No. 3A Autographic Kodak Special, | 4.25 |
| Leather Hand Carrying Case with Shoulder Strap for No. 1 Panoram Kodak, | 3.75 |
| Do., for No. 4 Panoram Kodak, | 4.50 |
| Soft Leather Carrying Bag for Vest Pocket Autographic Kodak, | 1.10 |
| Do., for No. 1 Autographic Kodak Special, | 1.60 |
| Do., for No. 1 Autographic Kodak Jr., | 1.60 |
| Do., for No. 1A Autographic Kodak Jr., | 1.60 |
| Do., for No 2C Autographic Kodak Jr., | 1.85 |

## KODAK CARRYING CASES—Cont'd.

| | |
|---|---|
| Do., for No. 1A Autographic Kodak, | $1.60 |
| Do , for No. 3 Autographic Kodak, | 1.85 |
| Do., for No. 3A Autographic Kodak, | 2.25 |
| No. 2A Brownie Carrying Case, | 1.00 |
| Special Combination Carrying Case for No. 3 Autographic Kodak Special with combination back attached, 3 plate holders, ground glass and frame, and 1 roll of film, | 7.50 |
| Do., for No. 3A Autographic Special for 3 rolls of film, | 8.25 |
| Black Sole Leather Combination Carrying Case for No. 3 Autographic Kodak with regular back, combination back, ground glass and frame, 6 double plate holders and 6 rolls of film, | 6.75 |
| Do., for No. 3A Autographic Kodak with combination back attached, | 7.50 |
| Do., for No. 4 F. P. K., with adapter attached, 4 plate holders and 4 rolls of film, | 7.50 |
| Do., for No. 4A F. Kodak with adapter attached, 4 double plate holders and 3 rolls of film, | 8.25 |
| Black Sole Leather Case, to hold No. 3A Autographic Kodak and Combination Back, | 4.25 |
| Do., to hold No. 4 F. P. K. and adapter, | 4.25 |
| Do., to hold ground glass and 6 plate holders for No. 4A F. Kodak, | 4.50 |
| Do., to hold glass plate adapter and 6 double plate holders for No. 4A Folding Kodak, | 6.00 |
| Leather Carrying Cases for No. 0, No. 1, No. 2 and No. 6 Kodak Metal Tripods, | 2.25 |

Dealers' discount on above 33⅓%.

On all leather cases not included above our selling price is advanced 50%.

## PREMO CARRYING CASES.

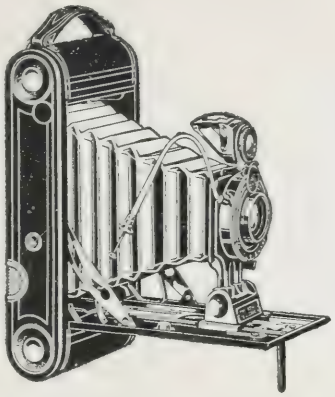
| | |
|---|---|
| Sole Leather Case and Shoulder Strap for Premoette Jr. No. 1, 2¼ x 3¼, | $1.60 |
| Do., for No. 1A, 2½ x 4¼, | 2.40 |
| Do., for Premoette Sr. No. 1A, 2½ x 4¼, | 2.50 |
| Do., for Premoette Sr. No. 3, 3¼ x 4¼, | 2.50 |
| Do., for Premoette Sr. No. 3A, 3¼ x 5½, | 3.25 |

**PREMO CARRYING CASES—Cont'd.**

| | |
|---|---|
| Grain Leather Velvet Lined Case, with Strap, for Premoette Jr. No. 1 Special, | $2.40 |
| Do., for Premoette Jr., No. 1A Special, | 2.75 |
| Sole Leather Case with Shoulder Strap for Film Premo No. 1, 3¼ x 4¼, | 2.50 |
| Do., 3¼ x 5½, | 3.25 |
| Sole Leather Case with Shoulder Strap for Pocket Premo C, 3¼ x 4¼, one plate holder and adapter, | 3.00 |
| Do., 3¼ x 5½, | 3.25 |
| Sole Leather Case with Shoulder Strap for Filmplate Premo, 3¼ x 4¼, one plate holder or adapter, | 3.00 |
| Do., 3¼ x 5½, | 3.50 |
| Do., 4 x 5, | 3.50 |
| Do., 5 x 7, | 5.25 |
| Grain Leather Velvet Lined Case, with Shoulder Strap, for Filmplate Premo Special, 3¼ x 4¼, one plate holder or adapter, | 4.50 |
| Do., 3¼ x 5½, | 4.90 |
| Do., 4 x 5, | 4.90 |
| Do., 5 x 7, | 6.75 |
| Sole Leather Case for Premo No. 9 and five plate holders, 4 x 5, | 6.00 |
| Do., 3¼ x 5½, | 6.00 |
| Do., and four plate holders, 5 x 7, | 7.50 |
| Sole Leather Case, velvet lined, for Premo No. 10, and six plate holders 5 x 7, | 12.00 |
| Grain Leather, velvet lined, Case, for Premo No. 12, | 3.25 |
| Cartridge Premo No. 2A Carrying Case, | 1.10 |

Dealers' discount 40%.

On all leather cases not included above our selling price is advanced 50%.

# No. 2C Autographic Kodak Jr.

PRICE, $12.00

The camera that made a stir in the photographic world not only because of the new size picture it makes (2⅞ by 4⅞ inches) but also because such generous picture proportions have been obtained in a camera so easily pocketed.

Have you seen it?

RICHARD ROE & COMPANY

Single Col. Cut—209 H.
Double Col. Cut—209 G.


## SIGN YOUR ORDERS

Every few days we receive orders, without the dealer's signature, or without anything to indicate who sent them. It is not difficult to imagine that this not only puts us in a very embarassing position, but gives no end of trouble to find out from whence the orders came. Some of these unsigned orders, we are able to trace and make shipment of the goods with a certain degree of assurance that they are right; others cannot be traced at all, but whether they can or can not be identified, there is bound to be delay and all this reflects on us.

Please be sure that every order you send in,—whether it be to Rochester or branches—is properly signed so that the goods may be handled without delay.

## ELON TEMPORARILY DISCONTINUED.

When we announced last month that we were prepared to supply Elon, we did not anticipate the present difficulty in obtaining shipments from abroad. Under the circumstances we are obliged to temporarily discontinue supplying Elon.

## CITRIC ACID ADVANCED

It has become necessary for us to advance the prices of Citric Acid and until further notice these prices will be as follows:

| | |
|---|---|
| 1 oz. bottle | $ .18 |
| ¼ lb. " | .43 |
| ½ " " | .80 |
| 1 " " | 1.50 |

Discount, 33⅓%

## SODIUM HYPOSULPHITE

### CHANGE IN SHIPPING POINTS

Until further notice, the shipping point for Sodium Hyposulphite, shipped in kegs and barrels direct to dealers will be from New York Storehouse, instead of Camden, N. J., Storehouse, as listed on page 102 of the Condensed Price List.

Dealers in San Francisco and Chicago Branch territory will find it more convenient to order Sodium Hyposulphite from Chicago. F. O. B. East Chicago, Ind., and when shipped in kegs and barrels direct to dealers from this point, the net prices will be 15 cents per cwt. additional, regardless of the quantity purchased or the size of the container specified, or as follows:

### SODIUM HYPOSULPHITE

From Chicago Storehouse:

| | |
|---|---|
| Carload lots, Pea Crystal (350 kegs) | $1.68 net per keg |
| Granular | 1.73 " " " |
| 100 keg lots, Pea Crystal | 1.73 " " " |
| Granular | 1.78 " " " |
| 25 keg lots, Pea Crystal | 1.78 " " " |
| Granular | 1.83 " " " |
| 10 keg lots, Pea Crystal | 1.83 " " " |
| Granular | 1.88 " " " |
| 5 keg lots, Pea Crystal | 1.88 " " " |
| Granular | 1.93 " " " |
| 2 keg lots, Pea Crystal | 2.20 " " " |
| Granular | 2.25 " " " |
| 1 keg lot, Pea Crystal | 2.25 " " " |
| Granular | 2.30 " " " |

Orders should be forwarded to Eastman Kodak Company, Chicago Branch.

## CHECK YOUR ORDERS

Code orders should have your careful attention and often an extra two minutes spent in checking them, saves a lot of trouble and expense in untangling the mistakes which every one of us is bound to make, unless we double check ourselves.

Here is a case in point: A dealer wanted 2 dozen plates but instead of making it perfectly clear, he used a code word and "twenty-four". The best we could do was to interpret it as 24 dozen plates.

This happens on various classes of goods where our unit consists of a package containing several pieces of merchandise.

It is necessary to interpret dozens of similar, indefinite items every day and to send out a lot of notification cards on others which we cannot safely interpret. So please check your code orders and written orders carefully and thereby save you and us, trouble and expense.

## EASTMAN FILM DEVELOPING HOLDERS

### WITH 16-INCH CROSS-BARS.

In addition to the regular length cross-bars on the three smaller sizes of Eastman Film Developing Holders, we will supply them, if desired, with 16-inch cross-bars for use with the deep tanks. There is an increased demand for Film Developing Holders among portrait photographers using Eastman Portrait Film and Roentgenologists using Eastman X-Ray Film and the new holders with 16-inch cross-bar will appeal to anyone using the deep tank method.

PRICES

Eastman Film Developing Holders, with 16-inch cross-bar:

| | | |
|---|---|---|
| For 5 x 7 | films, each, - - | $1.20 |
| For 6½ x 8½ | films, each, - - | 1.20 |
| For 8 x 10 | films, each, - - | 1.20 |

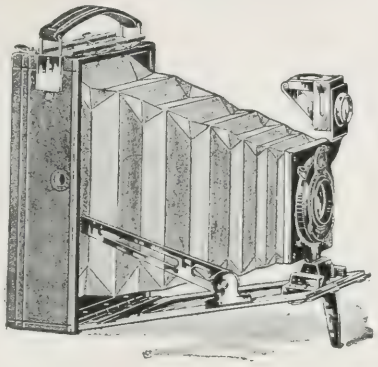
Discount, 33⅓%

## NEW SIZE OF EASTMAN DENTAL X-RAY FILMS

On account of numerous requests for dental films in the 1½ x 2 inch size, we have decided to supply these in addition to the three other sizes. They will be designated as No. 1B.

Dentists and Roentgenologists use the different sizes for certain specific work and it is advisable to always keep stocked, especially on the sizes your customers require. It may be they will find this new size more suitable for general use, than the ones they are now using.

For the information of dealers who are not thoroughly familiar with the sizes and prices of Eastman Dental X-Ray Films, we are repeating them:



A superior camera for superior pictures

# Premoette Jr.

No. 1A, *f*.7.7.

A 2½ x 4¼ camera that's just a trifle larger than the pictures it makes, that is fitted with genuine anastigmat lens, that can be easily used by a beginner, and that is so light and compact that it can be conveniently carried anywhere. Price, $14.00.

Step in and let us show you this popular daylight loading camera.

JOHN DOE & COMPANY,
1234 PREMO STREET.

Cut No. 343-D.

### PRICES,
### EASTMAN DENTAL X-RAY FILMS:

| | |
|---|---|
| No. 1, 1¼ x 1⅝ inches per dozen pairs - - - - - - | $ .50 |
| Ditto, 3 dozen pairs - - - | 1.50 |
| No. 1A, 1½ x 2¼ inches per dozen pairs - - - - - | .85 |
| **No. 1B, 1½ x 2 inches, per dozen pairs - - - -** | **.85** |
| No. 2, 2¼ x 3 inches, per dozen pairs. - - - - - - | 1.75 |

Discount 30 and 5%

## CORE DOUBLE PLATE RACK

### WITH 16-INCH CROSS-BAR.

For those who have a lot of developing to be done,—and time means money, the new Core Double Plate Rack solves the problem of working the developing tank to its capacity. In principle, it is just like the single rack, securely holding the two plates and permitting the developer to act uniformly on the entire surface of the plate. The double rack is made from non-corrosive metal, with a 16-inch cross-bar, so that it may be used with any deep tank. It is supplied only in the 5 x 7 and 6½ x 8½-inch sizes.

PRICE

Core Double Plate Rack, for either 5 x 7 or 6½ x 8½ plates, each, - - - - - $2.00

Discount, 33⅓%

## PREMO No. 12

### WITH COMPOUND SHUTTER.

In the April 1916 *Kodak Trade Circular*, we announced the Premo No. 12. To the list of lens and shutter equipments announced at that time for the No. 12, we are now prepared to add the Bausch & Lomb Kodak Anastigmat, *f*.6.3 lens fitted with compound shutter.

This little camera makes 2¼x3¼ pictures and takes films or plates with equal facility.

PRICE

Premo No 12, with Bausch & Lomb Kodak Anastigmat, *f*.6.3 lens and compound shutter, (formerly listed as Zeiss Kodak Anastigmat), - - - - - - 35.00

Discount, 40%

## KODAK DRY MOUNTING PRESS—11 x 14, ELECTRIC

Owing to the excessive increase in electric heating units, we are obliged to advance the price of the 11x14 Kodak Dry Mounting Press with electric heating attachment.

This change does not affect the price of the Mounting Press, equipped for gas heating.

PRICE

Kodak Dry Mounting Press, 11x14, electric heated - - $57.50

Discount—33⅓%.

## CAUTION NOTICES

With each shipment of Film Clips, Fibre Fixing Boxes and Core Racks, we are now including a caution notice, urging careful washing, in order to avoid the corrosion which will result if Hypo is allowed to remain on the articles in question.

Please see that these notices are brought to the attention of your customers.

Have the goods in stock ready for the opening of a busy season.

## ADVANCE IN PRICES

Owing to increase in the cost of manufacture, we are obliged to make the following advances in prices, effective March 1st, and until further notice these will be as follows:

### ENLARGING CAMERAS

| | |
|---|---|
| Vest Pocket Enlarging Camera | $2.00 |
| Brownie Post Card Enlarging Camera | 2.00 |
| No. 2 Brownie Enlarging Camera | 2.50 |
| No. 3 Brownie Enlarging Camera | 3.50 |

Discount 33⅓%

### TRIPODS

| | |
|---|---|
| Standard Tripod | $2.00 |
| Flexo Tripod | 1.00 |

Discount 40%. No quantity discount

### TRIMMERS

| | |
|---|---|
| Eastman Metal Trimmer No. 15 | $9.00 |
| Transparent Trimming Gauge for No. 1 and 2 Kodak Trimming Boards | .25 |

Discount 33⅓%

| | |
|---|---|
| Eastman Tripod Brace | $1.25 |

Discount 40%

### PREMO CAMERAS

| | 4x5 | 3A 3¼x5½ | 5x7 |
|---|---|---|---|
| Premo No. 8, with Planatograph Lens, Kodak Ball Bearing Shutter, Carrying Case and Plate Holder | $15.00 | $16.00 | $20.00 |
| Ditto, with Kodak Anastigmat Lens, *f*.7.7 | | 21.00 | |
| Premo No. 9, with Planatograph Lens, Kodak Automatic Shutter, Case and Holder | 32.00 | 32.00 | 37.00 |
| Ditto, with Kodak Anastigmat Lens, *f*.7.7 | 37.00 | 37.00 | |
| Ditto, with Kodak Anastigmat Lens, *f*.6.3 and Optimo Shutter | 60.00 | 60.00 | |
| Ditto, with Bausch & Lomb Kodak Anastigmat Lens, *f*.6.3, and Optimo Shutter | 66.50 | 66.50 | 85.50 |

### PREMO CAMERAS—Continued

| | 5x7 |
|---|---|
| Premo No. 10 with Planatograph Lens and Kodak Auto. Shutter, Carrying Case and Plate Holder | $65.00 |
| Ditto, with Bausch & Lomb Kodak Anastigmat Lens, *f*.6.3 and Optimo Shutter | 114.00 |
| Ditto, with Bausch & Lomb Protar VIIa Lens, *f*.7 | 146.00 |

### VIEW CAMERAS

| | 5x7 | 6½x8½ | 8x10 |
|---|---|---|---|
| R. O. C. View with Case and Holder | $15.00 | $17.00 | $19.00 |
| R. O. C. View Complete Outfit | 30.00 | 39.00 | 47.00 |
| Eastman View No. 1 with Case and Holder | 23.00 | 25.00 | 27.00 |
| Eastman View No. 1, Complete Outfit | 38.00 | 47.00 | 55.00 |
| Complete Outfit as above, but with Rapid Rectigraphic instead of Symmetrical Lens | 49.00 | 59.00 | 69.00 |

| | 5x7 | 6½x8½ | 8x10 | 7x11 |
|---|---|---|---|---|
| Eastman View No. 2 with Case and Holder | $30.00 | $33.00 | $35.00 | $40.00 |
| Eastman View No. 2, Complete Outfit | 45.00 | 55.00 | 63.00 | 68.00 |
| Complete Outfit as above, but with Rapid Rectigraphic instead of Symmetrical Lens | 56.00 | 67.00 | 77.00 | 82.00 |

| | |
|---|---|
| 11 x 14 Empire State | $50.00 |

Discount 40%

### NEGATIVE RACKS

| | |
|---|---|
| Premo Negative Rack No. 1 | $ .20 |
| Ditto, No. 2 | .25 |

Discount 40%

### CHEMICALS

#### SODIUM BISULPHITE

| | |
|---|---|
| 1 lb. bottle | $ .35 |

Prices on other sizes and discounts remain the same as heretofore.

#### ARTURA SEPIA SALT

| | |
|---|---|
| Cartridges | $ .15 |
| Boxes of 6 Cartridges | .80 |

Discount 33⅓%

#### SEED SPECIALTIES

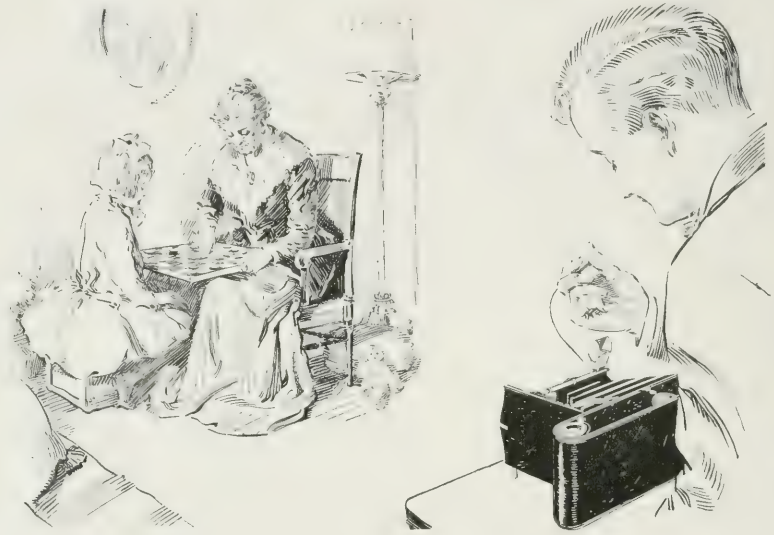
| | |
|---|---|
| Eiko Hydro Dev. Powders—Carton—6 pwds. | $ .25 |
| Hydrochinon Dev. Powders—Carton—6 pwds. | .25 |
| Pyro Dev. Powders—Carton—6 pwds. | .25 |

Discount 40%

#### MERCURY BICHLORIDE

| | |
|---|---|
| 1 oz. bottle | $ .25 |
| ¼ lb. bottle | .75 |
| ½ lb. bottle | 1.40 |
| 1 lb. bottle | 2.70 |

Discount 33⅓%



Doesn't this sketch suggest the hundred and one chances for pictures in *your* home?

Make the most of them with a

# KODAK

What we should like to do is to put a Kodak or Brownie in your hand and let you see for yourself what a complete yet simple working instrument it is.

**KODAKS from $6.00 up.**
**BROWNIES as low as $1.25.**

RICHARD ROE & COMPANY

Single Col. Cut—B 144. Double Col. Cut—A 144.

*FOR TRADE CIRCULATION ONLY.*

Eastman Kodak Company

# Trade Circular.

*"FOR YOUR INTERESTS AND OUR OWN"*

Vol. XVIII., No. 5 ROCHESTER April, 1917

# The 1917 Catalogues

There is always something new and worth while to talk about in the Kodak catalogue.

Sometimes it is somthing absolutely new. Sometimes it's something that has been tried out for a few months rather quietly. That's the case this time.

The Kodak Range Finder was on the 3A Special Kodak last year. We believed in it but we really didn't make very much noise. We foresaw that we would have difficulty in filling orders any way. Heavy publicity would, we believed, mean just so many more disappointed customers. We were right, for there has hardly been a time in the last year when we could fill orders for 3A Special Kodaks on sight.

The Kodak Range Finder has now proved itself. It is more than theoretically and experimentally right. It has made good in use; it means much to the amateur photographer. The larger the stop opening the less depth of focus and therefore the greater the need for accurate focusing. The 3A Special was the first Kodak to be fitted with the Kodak Range Finder. It has demonstrated its efficiency and this year we give a full description of the Range Finder in the Kodak Catalogue—make it a feature among the new good things that the dealer will appreciate, and are including it in the equipment of the 1A Special as well as the 3A Special.

## THE KODAK RANGE FINDER

Open the Kodak and pull out the standard to the limit of motion, then lock it by pushing up on the handle. It will then be found that the indicator will come just

behind the 100-foot mark over the focusing scale.

Draw out the milled head at the right side of the bed. This is to be used for racking the front back and forth.

Hold the Kodak in the horizontal position and at such a distance from the eye that the image is seen clearly and sharply in the three mirrors of the Range Finder which is located at the bottom of the standard.

The image is most easily seen by looking with one eye through (not at) the Range Finder, and the eye should be quite close to it.

Select some horizontal line near the center of the subject, such as the collar, hat brim or belt, if a portrait; or a window-frame or roof, if a building, and rack the lens back and forth by means of the milled head until this line is continuous in the three mirrors of the finder. By racking back and forth the continuity of the line can be broken and mended at will. *When the line is continuous, the focus is correct* An easy method for determining the distance when taking a portrait, is to have the subject hold his hand in the horizontal position across the chest, then focus upon the line formed by the lower part of the hand. The image will appear inverted in the Range Finder, whereas it is right side up in the view finder. The composition of the picture should be roughly determined by using the view finder in the usual manner, then the distance of the subject should be found by means of the Range Finder, after which the view finder should again be used in order to make sure that the picture is properly composed. It is obvious, however, that any change in distance from the subject to camera would mean re-focusing.

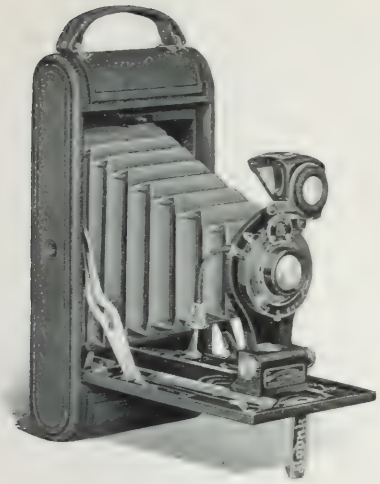
AS IMAGE WILL APPEAR WHEN RANGE FINDER IS RACKED TOO FAR BACK

AS IMAGE WILL APPEAR WHEN RANGE FINDER IS RACKED TOO FAR FORWARD

AS IMAGE WILL APPEAR WHEN THE KODAK IS CORRECTLY FOCUSED

**Showing Range Finder on 3A Autographic Kodak Special.**

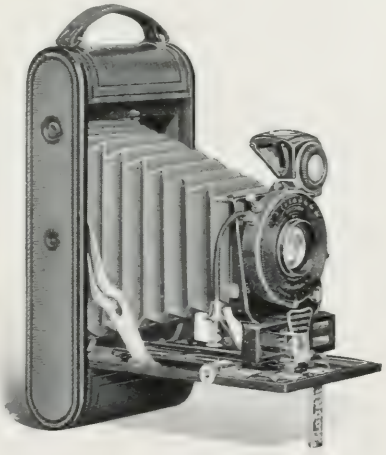
In new Kodaks the important improvements this year are in the No. 1A and No. 1A Special. In the first place there has been a reduction in size of more than eleven cubic inches and as this reduction is in thickness it counts. It means a more easily pocketed instrument and it has been made without any sacrifice in length of focus of lens, or shutter efficiency. Not only is there this improvement in the



No. 1A Autographic Kodak.
(1917 Model)

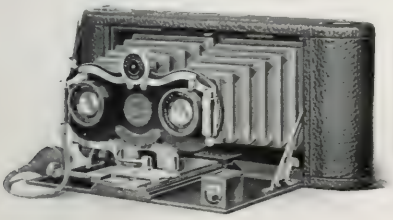
size and shape of the cameras but there is an improvement in the looks and convenience.

Since August 1914, every manufacturer has been up against the problem of rising costs. In many lines of goods we have had the same problems to deal with, but in Kodaks, Brownies, film and paper we have been able, owing to the great growth of our business, which means of course a reduction in "overhead", to keep our costs down near enough to the old figures so that no advance has been necessary. On a few models we are able to make an actual reduction: This improved No. 1A lists with R. R. lens at $16.00 as against $17.50 for the old model, while the new No. 1A Special has the Kodak Range Finder and other improvements *at no advance in price.* The No. 3 Autographic Kodak with R. R. lens has been reduced from $20.00 to $18.00 and the No. 3A Autographic from $22.50 to $20.00. On other models there are no price changes.



No. 1A Kodak Special
(1917 Model)

There has always been a moderate demand for Stereo cameras of quality, and there always will be for there is an attractiveness to the perspective of the stereoscopic picture that cannot be found in single prints. We are, therefore, now listing a high grade Stereo Kodak with carefully matched Kodak Anastigmat *f.*7.7 lenses at $45.00. The pictures are of the standard Stereo size and the camera will, we believe, help to popularize the delights of stereoscopic photography.



Stereo Kodak, Model 1

There are no changes in the box Brownies but the Nos. 2, 2A and 2C Folding Autographic Brownies now have the round ends. The No. 3A Folding Brownie was announced with round ends in last years catalogue as "Ready about July 1st." Of course this meant a bothersome shortage at the height of the season a condition that will not exist this year. The wonderful value given this compact, efficient, dependable, autographic camera at $10.00 and $12.00 assures it of a big sale with every dealer who stocks and features it.

There are new and attractive sundries, as well as these new staples and they mean—*more business.* A catalogue will be mailed each dealer shortly after April 1st. Shipments in bulk will follow rapidly and in a few weeks the entire trade will be supplied.

## PRICES REDUCED.

Commencing April 1st, 1917, the regular models of the Autographic Kodaks, Nos. 1A, 3 and 3A, will be reduced in prices, as follows:

| | |
|---|---|
| No. 1A Autographic Kodak, R. R. lens, Kodak B. B. Shutter, | $16.00 |
| Ditto, Kodak Anastigmat lens, *f.*7.7, and Kodak B. B. Shutter, | 21.00 |
| No. 3 Autographic Kodak, R. R. lens, Kodak B. B. Shutter - | 18.00 |
| Ditto, with Kodak Automatic Shutter, - - - - - - | 23.00 |
| Ditto, Kodak Anastigmat lens, *f.*7.7, and Kodak B. B. Shutter, | 23.00 |
| No. 3A Autographic Kodak, R. R. lens, Kodak B. B. Shutter, | 20.00 |
| Ditto, with Kodak Automatic Shutter, - - - - - - | 25.00 |
| Ditto, with Kodak Anastigmat lens, *f.*7.7, and Kodak B. B. Shutter, - - - - - - | 25.00 |
| Ditto, with Kodak Automatic Shutter, - - - - - - | 30.00 |

Discount, 33⅓ %.

## IMPORTANT NOTICE.

Beginning the first of April the Eastman Kodak Company, of New York, will become a manufacturing company only. All of its products will be marketed through the Eastman Kodak Company, of New Jersey, which will become the selling company. This change means also that the goods of the Century and the Folmer & Schwing Divisions will likewise be sold and billed by the Eastman Kodak Company, of New Jersey, instead of by those divisions, as formerly.

These changes have been made merely for economic reasons and have no further significance.

## A NEW FILM CLIP

The new Kodak Junior Film Clip No. 2 is similar to the No. 1, but on account of being wider, may be used with wider film and will hold the film flat. It is particularly adapted for use with 3A film, but may be used as well with larger or smaller film. Has jaws to prevent the wet film from slipping. The clip is furnished in one size only, 3 inches wide.

PRICE

| | |
|---|---|
| Kodak Junior Film Clip, No. 2, each - - - - - - | $0.25 |

Discount, 33⅓%

# Another Record Premo Year.

Nineteen sixteen will go down as the biggest of all Premo years unless we beat out that record in this and future years—a task which we have already set out to do. We have a better catalogue this year, we are going to have better advertising all the way through, and we have bettered the line.

You will receive, very shortly, advance copy of the new catalogue, and you will notice that with a view to concentrating on the most popular of the film pack and plate cameras, we have discontinued several models in these types On the other hand, to round out the Premo line of cartridge cameras, we have added the 2C and the 3A sizes.

## THE FILM PACK CAMERAS.

The dealer who does not consistently push the sale of film pack cameras this year is going to lose money, which just a little enthusiasm and just a little support of the advertising which we are going to place on this line, would coin for him. The stirring events which are happening all around us mean more picture-making by more people than ever before. The simplicity of the Premo Film Pack cameras has made thousands of customers and boosters for them. "They do the work the easy way" is a phrase which we shall feature in much of our advertising this year, and we look to our dealers to show the public just how easy it is to load, unload and operate these cameras. The film packs themselves operate perfectly. The causes for the troubles that on occasions cropped out in past years have been eliminated. Last year, though we sold a great many more film packs than ever before, the packs ran uniformly fine in every quality, so that we have no hesitancy in saying that Premo Film Packs are just as dependable—may be recommended and used with the same confidence—as any other sensitized products. The Premo Jr. Premoette Jr. and Premoette Sr. cameras offer a line with great possibilities to the enterprising dealer. The Film Premo No. 1 has been discontinued, being so nearly paralleled by the Premoette Sr.

## PREMO PLATE CAMERAS.

The Pocket Premo C and the Filmplate Premo models have been discontinued, as we feel that concentrated efforts on the Premos Nos. 8, 9, 10 and 12 will produce better results in this field. As a moderate priced plate camera of the compact style, the Premo No. 8 is an unequalled camera. For the advanced amateur who requires long bellows draw, ground glass focusing and the other facilities for special work provided in cameras like the Premos Nos. 9 and 10, these models are so complete and attractive as to leave nothing further to be desired. And then there is the No. 12. Small in size but with such unusual capabilities, we were unable to produce these cameras fast enough last year to meet the demand. Many dealers were disappointed and many cus-

tomers lost through our sheer inability to keep up with our orders. However, during the winter, we have speeded up on production, so that we look for no disappointments this year. You will find it profitable to insist that your sales people know this model thoroughly and that they display it at every possible opportunity. This is a camera that can be sold not only to new customers, but to many who already have cameras of other styles. The Premo No. 12 is going to be a feature camera for 1917.

## CARTRIDGE PREMOS.

The success of the Cartridge Premos has been most pronounced. The No. 00 was one of the biggest sellers of last year. There is no question but that it will continue so this year. To the box styles we are adding a 2C size. This size has caught the public fancy, and an inexpensive simple box camera for 2⅞ x 4⅞ pictures should sell like the proverbial "hot cakes."

The 2C Cartridge Premo is similar in appearance and general construction to the 2 and 2A models, but the box is made of wood instead of board, and it is, of course, larger in size. Fitted with meniscus achromatic lens, Eastman Rotary shutter, two finders and two tripod sockets. Price, $4.00. Discount to the trade, 40%. Carrying Case, $1.25. Discount, 40%.

To the folding styles we have added the 2C and 3A Folding Cartridge Premos. The capabilities, the appearance and the prices of the Folding Cartridge models proved so attractive to the public last year, that these two added popular sizes will quite possibly tax our facilities for producing them fast enough to satisfy the demand.

No. 2C Cartridge Premo.

They are made upon the same lines as the two smaller models, they have the same types of lenses and shutters, but are equipped, in each case, with cable as well as finger release. It will be distinctly to your advantage to anticipate your requirements in these cameras, for they are of such exceptional values at the prices listed that you can hardly afford to take the chance of being without them at the height of the season.

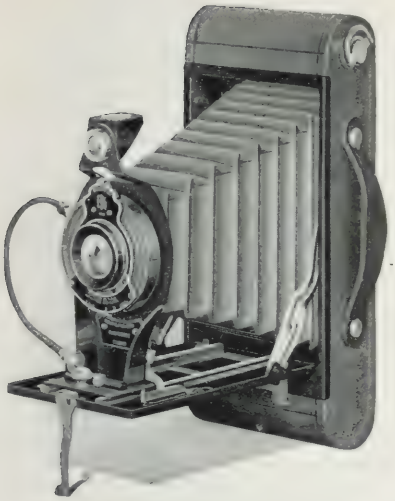
PRICES:

| | |
|---|---|
| No. 2C Folding Cartridge Premo with Meniscus Achromatic lens and Ball Bearing shutter, - | $ 8.00 |
| Ditto, with R. R. lens, - - | 10.00 |
| Carrying Case, - - - - | 1.10 |
| No. 3A Folding Cartridge Premo with Meniscus Achromatic lens and Ball Bearing shutter, - | 9.00 |
| Ditto, with R. R. lens, - - | 11.00 |
| Carrying Case, - - - - | 1.10 |

Discount, 40%

## CAMERA PRICE CHANGES.

The continued advance in the cost of practically all materials entering into the construction of cameras has become so serious a problem that we were obliged to advance the price of our plate and view cameras, as announced in the March issue of the *Trade Circular*.



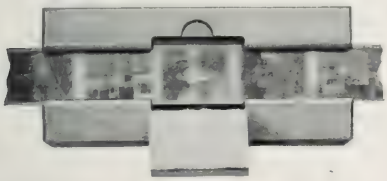
No. 2C Folding Cartridge Premo.

For the time being no advance will be made on either film pack or cartridge film Premos, but it must be understood that owing to the unsettled conditions, all such prices are subject to change without notice. Other price changes affecting accessories listed in the Premo catalogue will be found on another page of this issue.

### EASTMAN PRINTING FRAME

**For No. 00 Cartridge Premo Negatives.**

This is a great convenience for printing from No. 00 negatives, not only for the amateur but for your own finishing department.



No. 00 Eastman Printing Frame, Model B.

By its use, the film is printed in the continuous strip, sliding easily through the frame from exposure to exposure. It is furnished in two designs. The Model A is provided with tension spring and is especially suitable for printing on Solio or from dense negatives on Velox where long exposures are required. The Model B is for use with developing-out paper only where average exposures are required, contact being maintained by pressure of the fingers as the frame is held up to the light. With no other type of frame can printing be done so rapidly.

No. 00 Eastman Printing Frame, Model A.

Model A, $.25 Model B, $.35
Discount same as for all Eastman Printing Frames.

### ADVERTISING LITERATURE.

Premo catalogues will be sent to you for general distribution, as in the past, just as fast as the printers can deliver them to us. In the near future the regular spring supply of window signs will be sent you (we hope to make them more attractive this year). The summer booklet and other direct helps will be supplied you as usual, all of which material, together with our general advertising, the good will of the public towards the Premo line and your co-operation should create a new Premo record for you and for us this year.

F. & S. Finger Print Camera complete with lens shutter, two batteries, ten lamps and one 2¼ x 3¼ double plate holder - - - - - - $30.00
Extra Mazda Miniature Lamps, each - - - - - - .15
Extra Mazda Miniature Lamps, per carton of ten - - - 1.50
Extra Batteries No. 789, each (set of 4 cells) - - - - .65
Discount 33⅓%.

## F. & S. FINGER PRINT CAMERA

The F. & S. Finger Print Camera has been created to meet the demand for a convenient and efficient means for obtaining accurate photographic records of finger prints in their connection with criminal identification.

The Finger Print Camera is readily adapted for use where occasion demands an accurate, full sized record of a design, texture, signature, formula, label, etc., within an area of $2\frac{1}{8} \times 3\frac{1}{8}$ inches.

The camera is equipped with an independent lighting system which brilliantly illuminates the subject during exposure. Its small size, ($11\frac{3}{4} \times 6 \times 6$) and weight, 5 lbs. 8 ozs. makes it exceptionally convenient for general use, especially when used in locations inaccessible to the bulky apparatus previously employed, such apparatus requiring the use of a tripod as well as means, often difficult to procure, for artificially illuminating the subject.

The camera has the regular Graflex back and will accommodate all Graflex attachments—Graflex Plate Holder, Graflex Plate Magazine, Graflex Roll Holder and Graflex Film Pack Adapter.

## POTASSIUM FERRICYANIDE

We are making an advance in the price of Potassium Ferricyanide as follows:

1-oz. bottle, - - - - - $ .47
¼-lb. " - - - - - 1.58
½-lb. " - - - - - 3.00
1-lb. " - - - - - 5.85
Discount, 33⅓%

## HYDROCHINON ADVANCES

The prices of Hydrochinon advanced slightly on the 20th of March, as follows:

1 oz. can - - - - $ .29
¼ lb. " - - - - .90
½ lb. " - - - - 1.75
1 lb. " - - - - 3.40
5 lb. tin - - - - 16.75
Discount 40%

## POTASSIUM BROMIDE REDUCED

Until further notice, the prices of Potassium Bromide will be as follows:

1 oz. can - - - - $ .15
¼ lb. " - - - - .43
½ lb. " - - - - .80
1 lb. " - - - - 1.50
5 lb. " - - - - 7.30
Discount 33⅓%

## SUBJECT TO CHANGE WITHOUT NOTICE.

At this time when supply and demand are fighting to see who is master, eleventh hour changes in prices are often necesssary. Sometimes the price changes have to be made shortly after the *Kodak Trade Circular* has gone to press and cannot be reported until the following issue. Consequently the dealer sending in orders for the articles affected, during that time, expects to get them at the old price. Then again our salesmen may take orders at the old prices, before receiving their notices of changes. While all this is unavoidable on our part, it often results in correspondence between the dealer and ourselves before the matter is adjusted.

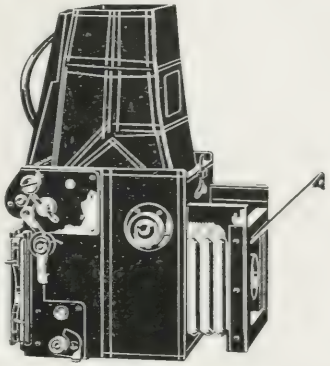
It is perfectly obvious that in making a necessary price change, that change affects each and all alike on the date it is announced as effective. For the present therefore we are obliged to make all prices subject to change without notice.

## KODAKERY

Kodakery is on the rampage. In the year from April 1st, 1916 to April 1st, 1917 Kodakery's circulation increased 70%. We do not say this in any spirit of boasting. Nor do we want to sell Kodakery's service, for that is free. But every camera you sell—every Kodakery subscription you send in, adds to that service, which, in reality is yours.

Get the customer's name on the dotted line.

THE
GRAFLEX



THIS IS THE CAMERA THAT HAS NEITHER FOCUSING SCALE NOR FINDER

It shows you the picture you are taking, right side up, the size it will appear in the finished print, and the image is brilliantly clear up to the very instant of exposure.

Graflex Cameras are fitted with a Focal Plane Shutter that will let you make fully timed snap shots in the shade or even indoors. On bright days you can make outdoor exposures as short as one-one thousandth of a second.

*Come in and let us show you how and why.*

(DEALER'S NAME HERE)

Single Column Cut. Graflex No. 1.

THE advertising cut shown above, is furnished complete and the dealer has only to supply the printer with the name and address to be inserted at the bottom.

Please send orders for such cuts to Advertising Department.

## KODAK CARD MOUNTS.

We were obliged to advance our prices as follows, on April 1st, 1917:

### RIVIERA

ASH GREY AND WHITE

| For Prints | Size Outside | Per 1000 | Per 100 | Per 50 |
|---|---|---|---|---|
| 1½x2 | 3 x3 7/16 | $ 7.00 | $ .80 | $ .40 |
| 1⅝x2½ | 3 x3⅞ | 8.00 | .90 | .45 |
| 2¼x2¼ | 3⅝x3⅝ | 9.00 | 1.00 | .50 |
| 2¼x3¼ | 3⅝x4⅝ | 9.00 | 1.00 | .50 |
| 2½x4¼ | 4 1/8x5¾ | 10.50 | 1 15 | .60 |
| 3½x3½ | 5 x5 | 10.50 | 1.15 | .60 |
| 3¼x4¼ | 4¼x5 9/16 | 10.50 | 1.15 | .60 |
| 2⅞x4⅞ | 4½x6½ | 12.50 | 1.35 | .70 |
| 4 x5 | 5 7/16x6 7/16 | 14.50 | 1.55 | .80 |
| 3¼x5½ | 5 x7¼ | 14.50 | 1.55 | .80 |
| 4¼x6½ | 5¾x8 | 17.50 | 2.00 | 1.00 |
| 5 x7 | 7 x9 | 20.00 | 2.30 | 1.15 |

### BALTIC

BUFF, BROWN OR GREY

**Heavy Stock, beveled edges, heavy borders—a beautiful rich mount.**

| No. | For Prints | Size of Mounts | Per 1000 | Per 100 | Per 50 |
|---|---|---|---|---|---|
| 0 | 1⅝x2½ | 3⅜x4¼ | $11.50 | $1.25 | $ .65 |
| 1 | 2¼x3¼ | 4⅜x5⅜ | 14.00 | 1.50 | .75 |
| 1A | 2½x4¼ | 4½x6¼ | 15.50 | 1.65 | .85 |
| 2 | 3½x3½ | 5½x5½ | 17.00 | 1.80 | .90 |
| 3 | 3¼x4¼ | 5⅛x6⅛ | 17.00 | 1.80 | .90 |
| 2C | 2⅞x4⅞ | 5⅛x7⅛ | 18.00 | 1.90 | .95 |
| 3A | 3¼x5½ | 5¾x8 | 21 00 | 2.20 | 1.10 |
| 4 | 4 x5 | 6 x7 | 23.00 | 2.40 | 1.20 |
| 4A | 4¼x6½ | 6½x8⅜ | 28.00 | 3.00 | 1.50 |
| 5 | 5 x7 | 8 x10 | 32.50 | 3.50 | 1.75 |

No orders accepted for less than fifty of one size and kind.

### INSLIP ENLARGEMENT MOUNT

ENGLISH GREY OR SEPIA-BUFF

| No. | For Prints | Size Outside | Price per Doz. |
|---|---|---|---|
| A | 3¼x5½ | 7¾ x 9¾ | $ .65 |
| B | 3⅞x5½ | 8⅛x 9¾ | .65 |
| C | 4¼x6½ | 8½x10¾ | .65 |
| D | 5 x7 | 9⅜x11⅜ | .65 |
| E | 5 x8½ | 9⅝x13⅛ | .76 |
| F | 6½x8½ | 11⅝x13⅜ | .84 |
| G | 6 x10 | 10⅝x14⅝ | .90 |
| H | 8 x10 | 12⅝x14⅝ | 1.15 |
| | | | Price per ½ Doz. |
| J | 10 x12 | 15¼x17¼ | 1.15 |
| K | 7 x12 | 12 x17 | .75 |
| L | 8 x14 | 14¼x20¼ | .75 |
| M | 11 x14 | 17¼x20¼ | 1.50 |

### THE DRIMOUNT

ENGLISH GREY OR SEPIA-BUFF

| No. | For Prints | Size Outside | Price per Doz |
|---|---|---|---|
| A | 3¼x 5½ | 7¼x 9½ | $ .33 |
| B | 3⅞x 5½ | 7⅞x 9½ | .33 |
| C | 4¼x 6½ | 8¼x10½ | .34 |
| D | 5 x 7 | 9⅛x11⅛ | .35 |
| E | 5 x 8½ | 9⅜x12⅞ | .46 |
| F | 6½x 8½ | 11⅞x13⅛ | .48 |
| G | 6 x10 | 10⅜x14⅜ | .48 |
| H | 8 x10 | 12⅜x14⅜ | .60 |
| | | | Price per ½ Doz. |
| J | 10 x12 | 15 x17 | .46 |
| K | 7 x12 | 11¾x16¾ | .46 |
| L | 8 x14 | 14 x20 | .46 |
| M | 11 x14 | 17 x20 | .60 |

Discount 25%.

## EASTMAN DENTAL FILM CLIPS

The old style wire Dental Film Clip has been discontinued and in its place we have substituted a new clip that is unquestionably the best on the market. It has but one jaw and consequently does not disfigure the film, as do the one's with four jaws. The clips are supplied in boxes of one dozen, and are made of a non-corrosive metal. While the price is more than the old style, the new clip is a great improvement in quality and utility.

PRICE

Eastman Dental Film Clips, per dozen, . . . . . $1.00

Discount, 33⅓%

## $10.00 REWARD

A No. 3A *Special* Kodak, No. 6526, *f*.6.3 lens, No. 1273042 was stolen from the owner, in Pittsburg. The owner, John L. Lallinger, Beaver Dam, Kentucky offers a reward of $10.00 for its return to him at that address.

## ADVANCE IN PRICES.

Conditions were such that advances in prices of the following, were made March 17, 1917:

### KODAK METAL TRIPODS

| | |
|---|---|
| No. 0 | $2.75 |
| No. 1C | 3.75 |
| No. 1 | 4.00 |
| No. 2C | 4.25 |
| No. 2 | 4.50 |
| No. 6 | 6.50 |

Discount, 40%. In lots of 100 assorted 40 and 10%.

### STUDIO SCALES

List price, $3.50. Discount, 33⅓%. In lots of one dozen, 40%.

### EXTRA CANDLES FOR KODAK CANDLE LAMP

List price, per dozen, 40 cents. Discount, 40%.

### FILM PACK DEVELOPING HANGER

List price, $1.25. Discount, 33⅓%.

On March 6th an advance was made in the following:

### NO. 1 EASTMAN SINGLE PRINT ROLLER

List price, $2 50. Discount, 40%.

March 9th the following advance became effective:

### NO. 2 KODAK DARK ROOM LAMP

List price, $1.00. Discount, 50%. No quantity discount.

Effective March 23d, the following were advanced:

### LEATHER SHOULDER STRAPS FOR PREMO CARRYING CASES:

| | |
|---|---|
| ½ x 52-inch, with Snaps and Buckles | $ .60 |
| ⅝ x 52-inch, with Snaps and Buckles | .75 |
| ½ x 66-inch, with Buckle | .60 |
| ⅝ x 74 inch, with Buckle | .75 |

Discount 40%.

### TAN STRAPS FOR VIEW CASES (With Buckle),

| | |
|---|---|
| 34, 40 and 44-inch | .60 |
| Do., 52, 60 and 66-inch | .75 |

Discount 40%.

### SHOULDER STRAPS FOR LEATHER CARRYING BAGS

| | |
|---|---|
| 52-inch | .75 |

Discount 33⅓%.

## ABOUT COLOR FILTERS

It is perfectly obvious, since the Kodak Color Filters are yellow, the light that passes through them and makes the exposure, is not white, but yellow. In other words the blue rays to which plates and films are most highly sensitive are largely cut out. The use of the filter necessitates a longer exposure. The number of times an exposure is increased when a filter is used, is called the filter factor. The color filters of our manufacture are calculated for exposures that will record shadow detail. With the Kodak Color Filter for instance, should the exposure that will record shadow detail be 1 second without a filter, and 10 seconds with a filter, we give this filter a factor of 10. Consequently when the Kodak Color Filter is used for photographing landscapes and sky and cloud values are preferred to detail in nearby objects on the landscape, a three times exposure (or factor of 3) will be ample, but if detail in dark colored, nearby objects is desired, the exposure through the filter should be ten times as long as the exposure required without the filter.

In other words, if the sky is used as a basis, and the filter has a factor of 3, then a factor of 10, (or a ten times exposure) should be given in order to secure fully exposed landscape detail.

It will be well to let your customers know these facts and make sure of the basis used by the manufacturer in naming his factors.

## BUSINESS AS USUAL

When the great European war broke out and Canada began sending its young men to help fight for the mother country, there was fear there of a business depression. But Canada's far-seeing business men recognized the fact that confidence only was lacking—not buying power, and "Business as Usual" was made a national slogan. But business was not merely "as usual", business began to improve very shortly and soon was better than usual.

Let no dealer in photographic goods feel that a time of stress means a time of less business for him. Those whom war, or preparation for war, does not touch, will have as much to spend as ever, often more to spend. Those whom war does touch will want photographs. The soldier or sailor in his new uniform will have his picture made for the folks at home and will want new pictures of them to take with him. When he is in the training camp or on guard duty, or even if he should go overseas, he will appreciate snap-shots from home. And in turn the people at home will want pictures from him, pictures of comrades and camp life, pictures of the thousand and one things that he can photograph and send to them without exposing any military secrets or violating any military law. This is no mere theory. It is what happened and is still happening in Europe. The photographic business over there is not merely better than it was before the war, it is tremendously better. Right in our own Texas the same thing was proved last year.

Being cheerful, finding pleasant things to occupy the mind, keeping business going, are some of the things that we owe our country and ourselves whether we have armed neutrality, a defensive war or war to the limit.

Photography helps, and there is room in the sailor's or soldier's kit for a Vest Pocket Kodak at least. And the officers can usually find transportation for a 3A. Whether our boys are to do only guard duty or are to be in the thick of the fight, they are going to have weeks and months of dull times in camp where a diversion in the way of picture taking will mean much to them and to their friends at home.

Business as usual? No. Better than usual.

## $3,000.00 IN CASH PRIZES

In every picture that is made, there is a story. It may be the story of a vacation trip, or perhaps the story of a child at play. In any event the picture represents something worth while remembering—something that has a very definite value to the one who made it. We are offering $3,000.00 in cash prizes for pictures illustrating wherein the Kodak serves the purposes of those who enjoy them.

Why not have your customers make a picture story showing how the Kodak serves them and let that suggest its pleasures, to those who do not know amateur photography?

Such pictures tell the story in an advertisement better than pages of text; they are easy to interpret and only a glance is required to grasp their meaning. Each year the Kodak Advertising Competi-

tion brings in a wealth of material with which to illustrate our magazine advertisements. To be useful to us, such pictures must tell of the charm of Kodakery and where Kodak goods are introduced, they must be up-to-date and the clothing worn by the subjects should be as nearly as possible, those in vogue at the time, since most of the pictures accepted will not be used in our advertisements before next year.

The 1917 Kodak Advertising Contest, which closes November 1st, offers fourteen prizes; the first $750.00; the sixth $150.00 and the last eight prizes of $100.00 each, for the best pictures for illustrating Kodak advertising. Outside of the prize pictures, we buy, every year, a number of pictures of merit —and we pay good prices.

We are ready now to supply circulars giving the full details of the competition. How many can you use?

## VELOX AND AZO FOR NO. 00 PREMO NEGATIVES.

We are prepared to supply Velox and Azo papers for prints from No. 00 Cartridge Premo negatives at the following prices:

VELOX

| | Doz. | ½ Gross | Gross |
|---|---|---|---|
| Single Weight | | | |
| 1¼ x 2¼ - | $ .10 | $ .60 | $1.00 |
| Double Weight | | | |
| 1¼ x 2¼ - | .15 | .75 | 1.25 |

AZO

| | 2 Doz. | Gross |
|---|---|---|
| Single Weight | | |
| 1¼ x 2¼ - - - | $ .15 | $ .75 |
| Double Weight | | |
| 1¼ x 2¼ - - - | .20 | .95 |

Discount 25%.

Spring is alive with invitations to

# KODAK

And picture-making is so easy with a Kodak—there's no trick to the click of its shutter—*anyone*, even the youngsters, can make good pictures the Kodak way.

**Kodaks from $6.00 up.**
**Brownies from $1.25 up.**

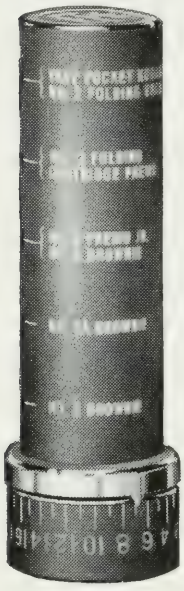
RICHARD ROE & CO.

Single Col. Cut—140B.
Double Col. Cut—140A.

# Business is Good

## SELLING CAMERAS BY THE SAVINGS PLAN.

Selling cameras through the means of Kodak Banks has met with the hearty support of every dealer who has taken up the plan.



Kodak Bank. Actual Size.

Many have placed re-orders for banks, realizing that they are reaching an entirely new class of trade and opening up channels for new business—business that no doubt will prove permanent and ultimately lead to better equipment and consequently better profits for the dealer.

Every day, we receive letters asking for details of the Kodak Bank plan and for the benefit of those dealers who did not read the November 1916 *Kodak Trade Circular* outlining the plan, the details are, briefly, as follows :

The Kodak Bank is intended for dimes only and has five perforations and graduations to show when there are dimes enough to secure the cameras listed on these graduations. The lowest graduation ($2.00 level) will secure a No. 2 Brownie ; the next ($3.00 level) will get a No. 2A Brownie, and so on up until the bank is filled which gives the holder the option of a Vest Pocket Kodak or No. 2 Folding Autographic Brownie.

These banks will be imprinted with the dealers name and address in blue letters on a white background, and supplied only in lots of 100, 200, 300 and so on, but no order will be accepted for less than 100 banks. The price of the Kodak Banks, in lots of 100, is $10.00 net per hundred, irrespective of the number ordered. They cost us considerably more than that.

*The bank cannot be opened nor the dimes extracted, even when it is full, except by one who knows the combination.* We give you the combination and you have in that; your guarantee that the bank will be returned to you for opening. *Do not give the combination to anyone, under any circumstances.* This is supplied on a card and should be kept in your possession.

You do not sell the banks to the customer, nor are they given away. They are yours and are loaned to the customer for 10 cents. As a receipt for this 10 cents, you put in the customers bank, a dummy disc, which is credited in the same way that a dime would be, toward the purchase of a camera when the bank is returned for redemption. The customer is not out his dime and if the bank is not returned, you have received from him just what you paid for it in the first place.

With each order, we supply in addition to the combination card an attractive window card for display purposes, a record sheet and a supply of pamphlets illustrating and describing the cameras to be secured by the plan.

Owing to the fact that the labels are imprinted as soon as orders are received, such orders are not subject to cancellation.

When you press the button, let it be

*Kodak Film*

that does the rest.

RICHARD ROE & CO., 1201 Tripod Avenue.

Street Car Sign, No. 697.

The warm, balmy days invite your

**KODAK**

RICHARD ROE & CO., 1201 Tripod Avenue.

Street Car Sign, No. 698.

## CAR CARDS

With the April announcements of new goods, comes the opening of the campaign for more and better Kodak Business. In no way can this be more advantageously launched than by using the car cards and advertising cuts, (for your local newspapers) both of which we *furnish free on request.*

The two car cards here illustrated, are printed in colors and your name and address will be inserted in the space where you see the name Richard Roe & Company. A great many have contracts for space in the cars begining this month and as there is a big demand for the cards, send in your order early and start using them when people are thinking about buying Kodaks and films.

Timely advertising pays.

# *Snap-Shots from Home.*

Give cheer to the boys in camp and on ship board by sending them pictures from home. There are likely to be some tedious, homesick days and a little cheer up in the way of photographs of the home folks and the home doings will do them a lot of good.

And some day when you want to give something a little more substantial send along a Vest Pocket KODAK and ask your Soldier or Sailor Boy to send pictures to you.

Vest Pocket Autographic Kodak, - $6.00

RICHARD ROE & COMPANY.

*FOR TRADE CIRCULATION ONLY.*

Eastman Kodak Company

# Trade Circular.

*"FOR YOUR INTERESTS AND OUR OWN"*

Vol. XVIII., No. 6 ROCHESTER May, 1917

## IMPORTANT

It is traditional that each year we announce the new Kodaks and cameras in the April *Kodak Trade Circular*. This year it was done as usual, but when the No. 1A Autographic Kodak, the No. 1A Autographic Kodak *Special*, (1917 Models) and the new Stereo Kodak, were announced last month, we neglected to state that the cameras would not be ready for immediate delivery.

Heretofore we have been in a position to make a definite announcement, but this year it is difficult to follow a schedule and as matters have shaped themselves, it seems uncertain just when we will be prepared to fill orders on these cameras. Possibly that will not be until after July 1st.

Under the circumstances, we are obliged to continue filling orders for 1A (regular) and 1A *Special* Kodaks, with the 1916 models until it can be announced that the 1917 models are ready.

## IT FINDS THE FOCUS

The Kodak Range Finder marks another epoch in the history of amateur photography—another important step in Kodak achievements. It does away with guess work in the estimating of distances and that means better average pictures. The Range Finder is not an attachment, but it is an integral part of the camera itself.

Anything that makes picture-taking easy; that does away with the possibility of error, or improves photographic quality, means an increase in the army of amateurs.

The Kodak Range Finder will make for greater efficiency. There are a good many intelligent people—people with money to spend and with a fondness for good pictures, who, unfortunately are very poor judges of distance. The Kodak Range Finder will help them, and will help you in selling 3A Autographic Kodak *Specials*.

It is another step in Kodak achievement.

## AUTOGRAPHIC RECORDS

Just as we cherish the old albums and daguerrotypes; the family trinkets and interesting period furniture, because of their associations, so will someone cherish the Kodak pictures that we make to-day, because they represent us of this period.

The Autographic feature offers the means to make the date and title a part of the film—and at the time. It forms an indisputable record that will be appreciated more and more as the years go by. It is an easy thing to keep a record that will be remembered—a title if one chooses, but a date on every negative.

Impress your clerks with the importance of the autographic feature; the great selling advantages that it offers, and if a customer is not perfectly clear as to how it works, tell him the story—it's short.

In writing, press firmly and evenly on the stylus, expose according to the schedule in the Manuals, to the North sky, never to the direct sunlight.

## MAJESTIC DRYERS ADVANCED.

Owing to the increased cost of materials it was necessary to advance (April 20th) the prices of Majestic Print Dryers. Until further notice these prices will be as follows:

Majestic Print Dryers

| | |
|---|---|
| No. 1 | $27.50 |
| No. 4 | 55.00 |
| No. 5 | 55.00 |

Discount, 25%.

## EASTMAN PRINTING FRAMES FOR No. 00 CARTRIDGE PREMO NEGATIVES

In the April *Kodak Trade Circular*, we announced the No. 00 Eastman Printing Frames for printing from No. 00 Cartridge Premo negatives. The paper size is $1\frac{11}{16}$ x $2\frac{1}{8}$ inches as stated on page 13 of the same issue; the price for model A, $ .25 and for model B, $ .35 and the correct discount, 33⅓%. The discount was incorrectly given last month.

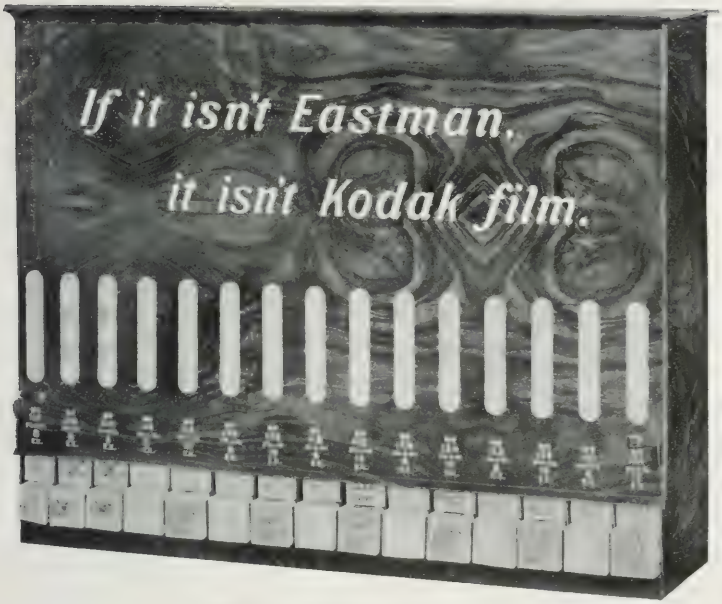
## MAKE YOUR ORDERS PLAIN

We often receive orders for Wratten & Wainwright Filters, which do not specify whether Film Filters are wanted, or Filters cemented in "B" glass. Again some orders specify the size of the filters, but fail to state whether circular or square filters are desired.

This is confusing and before the goods can be shipped, it is necessary to write the dealer to find out just what he wants. Please make out your orders so plainly that no mistakes can occur, and thereby save time, correspondence and patience.

## WRATTEN & WAINWRIGHT FILTER LEATHER CASES.

The scarcity of leather has necessitated an advance in the price of leather cases for Wratten and Wainwright Filters until further notice these cases will be charged at $2.00, subject to a discount of 33⅓%.




*Showing cabinet ready for use.*

# Kodak Film Cabinet

Something you will want at once.

The Kodak Film Cabinet solves for you the ever-present question of keeping your film stock in convenient, satisfactory form.

We have had many requests from the trade from time to time for some means of accomplishing this. We have likewise had many suggestions and plans submitted to us intended to serve the purpose. While appreciating the need of such a device, nothing of an entirely practical and satisfactory nature had ever been brought to our attention until the cabinet illustrated above was designed.

This cabinet is made entirely of metal with imitation Circassian Walnut finish. It will harmonize well with any style of store furnishings, and is made in such a convenient size and shape as to fit in about anywhere in the store that you desire to locate it. It is 23⅝ inches wide, 17⅝ inches high and 6 inches deep. The interior is divided by metal partitions into 15 different compartments accommodating the following stock of films:

| | | | | | |
|---|---|---|---|---|---|
| 14 | cartons | No. 127 (Vest Pocket) | | | |
| 26 | cartons | No. 120 (2¼x3¼) | | | |
| 12 | " | " 116 (2½x4¼) | 6 | exposures | |
| 12 | " | " 116 " | 12 | " | |
| 12 | " | " 130 (2⅞x4⅞) | 6 | " | |
| 12 | " | " 130 " | 10 | " | |
| 12 | " | " 118 (3¼x4¼) | 6 | " | |
| 12 | " | " 118 " | 12 | " | |
| 12 | " | " 124 (3¼x4¼) | 6 | " | |
| 12 | " | " 124 " | 12 | " | |
| 12 | " | " 122 (3¼x5½) | 6 | " | |
| 12 | " | " 122 " | 10 | " | |
| 12 | " | " 101 (3½x3½) | 6 | " | |
| 12 | " | " 101 " | 12 | " | |

The cabinet is filled and renewed very easily and very quickly. The front door is hinged at the top, and upon being raised, the various film cartons are merely dropped into the proper compartments and the door closed again. By a simple arrangement in the back of each compartment, the bottom film carton is always pushed forward beyond the face of the cabinet, affording ample room for the fingers in withdrawing the carton. As each carton is withdrawn, the one directly above it automatically drops into the same position as the one just taken out. Each compartment is plainly lettered with the number of the film in it, the size, and the number of exposures.

Among the advantages and features of this cabinet, we especially recommend to your consideration the following:

Dealers in the smaller towns or whose film sales average about the quantity provided for in this cabinet will find not only that it is a great aid in ordering film, but also that it will materially reduce the possibility of an accumulation of expired film.

The slots in the door will warn you when any particular size is getting low, and by merely opening the door, you can see just how your stock stands.

If the cabinet is properly looked after and filled, the older emulsions will always be disposed of first, for being filled from the top, the latest emulsions must necessarily be at the top.

Those dealers who carry larger stocks will find the cabinets just as convenient and satisfactory, for they can carry their auxiliary stock in unbroken packages as received from the factory, and fill the cabinets as they become exhausted, from such auxiliary stock, according to emulsion.

The cabinets in addition to keeping the film in order, keep the stock clean as well.

The cabinets are intended primarily for Autographic Film which constitutes by far the bulk of the film sold. It will, of course, accommodate regular N. C. Film as well, but both styles of film should not be mixed in the same cabinet. Those dealers who have sufficient sale for both styles of films should secure two cabinets—the one for Autographic, the other for non-autographic, Kodak Film. If it be attempted to carry both stocks in one cabinet, confusion is sure to result.

We have contracted for a large quantity of these cabinets so as to offer them to our dealers at as little expense as possible. The price is $4.00 net each, which is just about the cost to us. All orders should be sent to us direct, but the cabinets will be shipped f. o. b. from Chicago, Ill. The cabinets will be ready for shipment June first, but as it is quite likely that the first lot of these cabinets will not be sufficient to meet the demand, we suggest that orders be sent in at once.

***Don't let your Kodak supplies get low.***

# Kodak Pictures From Home

Officers in the trenches tell us that the biggest job the junior officer has, is looking out for the welfare of his men. When the regimental mail is distributed, the officers go around to the boys who don't receive letters and try to cheer them up.

No matter whether it's in the trenches, in camp, or on ship board, they need the courage that a letter will give them and nothing will be appreciated more than Kodak pictures from home.

Tell the fathers and mothers, the wives and sweethearts, through your local advertisements, to send Kodak pictures of the home surroundings and this offers an opportunity to suggest that a Vest Pocket Kodak be sent along too.

You can stimulate a greater demand for Kodak films and Kodak supplies.

## ADVANCE IN PRICE.

We were obliged to advance the prices of the following on the dates given:

April 11th 1917

### CORE PLATE DEVELOPING RACKS:

| Plate Size | Length of Top Bar | |
|---|---|---|
| 4¼ x 6½<br>4¾ x 6½ | 8⅞ inches | $ .60 |
| 5 x 7 | 9⅜ " | .60 |
| 6½ x 8½ | 10⅞ " | .75 |
| 8 x 10 | 12⅜ " | .75 |
| 10 x 12<br>Also takes 8 x 10 | 16 " | 1.40 |
| 11 x 14<br>14 x 17<br>Takes both sizes | 16 " | 1.75 |
| 5 x 7 for X-Ray<br>6½ x 8½ work | 16 " | 1.40 |

Discount 33⅓ %.

### DOUBLE CORE PLATE RACKS WITH 16″ CROSS BAR:

List price and discount on these Racks will be the same as heretofore.

April 14th 1917

### EASTMAN PORTABLE BACKGROUNDS:

| | |
|---|---|
| Clouds, Nos. 2 and 4, 4 x 5 feet | $2.50 |
| Blends, Nos. 1 and 3, 4 x 5 feet | 2.50 |
| Do., 5 x 6 feet | 3.00 |
| Do., special sizes, 6 x 8 or larger, to order, per sq. foot | .13 |
| Scenic, No. 5, 4 x 5 feet | 3.75 |
| Do., 5 x 6 feet | 5.00 |
| Do., special sizes, 6 x 8 or larger, to order, per sq. foot | .19 |
| Plain White, Black or Gray, 4 x 5 feet | 2.25 |
| Do., 5 x 6 feet | 2.50 |
| Do., special sizes, 6 x 8 or larger, to order, per sq. foot | .08 |

Discount 40 %.

### RUBBER FOCUSING CLOTH:

| | |
|---|---|
| In rolls 10 yds. net | $ .35 per yd. |
| " " 50 " " | .34 " " |
| " " 100 " " | .33 " " |

### EASTMAN GRADUATES:

Engraved

| | |
|---|---|
| 1 dram | $ .30 |
| 1 ounce | .30 |
| 2 " | .30 |
| 4 " | .35 |
| 8 " | .45 |
| 16 " | .75 |
| 32 " | 1.50 |

Discount 33⅓ %.

### EASTMAN TUMBLER GRADUATES:

Engraved

| | |
|---|---|
| 2 ounce | $ .30 |
| 4 " | .50 |
| 8 " | .60 |
| 16 " | .90 |
| 32 " | 1.50 |

Discount 33⅓ %.

### EASTMAN VISIBLE GRADUATES:

| | |
|---|---|
| 2 ounce | $ .25 |
| 4 " | .35 |
| 8 " | .50 |
| 16 " | .75 |
| 32 " | 1.00 |

Discount 33⅓ %.

### R. O. C. TUMBLER GRADUATES:

Moulded

| | |
|---|---|
| 2 ounce | $ .10 |
| 4 " | .15 |
| 8 " | .20 |
| 16 " | .30 |
| 24 " | .55 |
| 32 " | .60 |

Discount 40%.

In Gross Lots:

| | |
|---|---|
| 2 oz. | $ 6.50 net |
| 4 " | 8.50 " |
| 8 " | 10.75 " |
| 16 " | 21.00 " |
| 32 " | 33.00 " |

### RUBBER SET BRUSHES:

Bristle, White

| | |
|---|---|
| 1 inch | $ .50 |
| 1½ " | .60 |
| 2 " | .75 |
| 2½ " | .90 |
| 3 " | 1.00 |
| 3½ " | 1.25 |

Discount 30%.

RUBBER SET BRUSHES:
Bristle, Black. Same price as heretofore.

RUBBER SET BRUSHES:
Camel's Hair

| | |
|---|---|
| 1 inch | $1.00 |
| 1½ " | 1.50 |
| 2 " | 2.20 |
| 2½ " | 2.75 |
| 3 " | 3.50 |
| 3½ " | 5.00 |

Discount 30%.

## BEST FOR THE PURPOSE

Any new product when first introduced is more or less of an experiment no matter how carefully and thoroughly it has been worked out.

This was the case with Eastman Portrait Film; we had put in months and months of investigation and experiment before we introduced it to the profession. We knew it was right for its purpose, but the professional naturally did not; it was to him still an experiment.

So under the circumstances, we could scarcely expect him to rush to the nearest dealer's and order a supply of film-holders, which, so far as he knew, might soon have to be discarded.

We did want him to try Eastman Portrait Film because we knew he would like it and use it, and so as a compromise we offered the Eastman Portrait Film Sheaths by means of which the Portrait Film could be used in the regulation plate-holder.

At best the Film Sheaths are a compromise, and their use deters the professional from enjoying two important advantages in the use of Portrait Film—compactness and lightness. The Eastman Portrait Film Holders are much lighter and more compact than the ordinary plate-holder and do not require sheaths. In the larger sizes the Eastman Portrait Film Holders effect a material saving in weight and entirely obviate the chance of the film buckling or not lying perfectly flat.

With Eastman Portrait Film an established success, we believe that the man who gives film a fair trial will use it, and that the small additional cost of the Film Holders is more than offset by their additional convenience.

Eastman Portrait Film Holders are furnished in four styles—No. 1 to fit Century Cameras, and Century Studio reversible backs, also Eastman View and R. O. C. View Cameras in the 5 x 7 and 8 x 10 sizes only. No. 2 to fit Universal, Eastman (Empire State) and Premo View Cameras, No. 3 for Eastman Home Portrait Camera in the 5 x 7 size only, and No. 4 for Premo 6½ x 8½ Hand Camera and R. O. C. 6½ x 8½ View Camera.

PRICES

| | |
|---|---|
| 5 x 7 | $1.00 |
| 4¾ x 6½ | 1.10 |
| 6½ x 8½ | 1.10 |
| 8 x 10 | 1.25 |
| 7 x 11 | 1.25 |
| 11 x 14 | 4.00 |

Discount, 33⅓%.

## NEW PRINTING MASK FOR 3A PRINTING FRAMES

We are adding to the printing masks for 3A Printing Frames a new size for use with 2⅞ x 4⅞ negatives (2C size.) This new mask is designated, No. 8X.

| | OUTSIDE DIMENSIONS | INSIDE DIMENSIONS |
|---|---|---|
| No. 8X | 3¾ x 6 | 2¾ x 4¾ |

Price $ .06—Discount 33⅓%

# ADVANCE IN PRICES OF F.&S. DEPARTMENT GOODS

Owing to the excessive costs of manufacturing units, it was necessary to advance the prices of certain Folmer & Schwing Department Goods on April 2d, 1917. The page numbers refer to the 1917 Eastman Professional Catalogue. The present prices are as follows:

## F. & S. HOME PORTRAIT OUTFIT No. 2

Page 25

| | |
|---|---|
| 1—8 x 10 F. & S. Home Portrait Camera No. 2 with one 8 x 10 Sterling Double Portrait Film Holder, and Velvet-lined sole leather case with lock and key, | $ 90.00 |
| 1—8 x 10 Sliding Ground Glass Carriage, | 12.00 |
| 1—F. & S. Home Portrait Stand No. 2, | 35.00 |
| 1—No. 2 Background, 7 x 8 feet, | 12.00 |
| 1—F. & S. Reflector, | 8.00 |
| 1—Focusing Cloth, | 1.00 |
| 5—Extra 8 x 10 Sterling Film or Plate Holders, | 12.50 |
| 1—No. 1 F. & S. Studio Shutter, | 11.00 |
| 1—B. & L. Tessar Lens, Series 1c, f.4.5, No. 18, | 139.50 |
| Discount, 33⅓%. | |
| 1—Velvet-lined Sole Leather Carrying Case with lock and key, for Stand, Reflector and Background, | 27.00 |
| Discount, 25%. | |

## F. & S. COMMERCIAL CAMERA

| Page 44 | 8 x 10 | 11 x 14 |
|---|---|---|
| Commercial Camera, including Carrying Case and one Sterling Plate Holder, | $85.00 | $120.00 |
| Extra Sterling Plate Holder, each, | 2.50 | 6.00 |
| Extra Sterling Cut Film Holder, each, | 2.50 | 6.00 |
| Extra Lens Boards, each, | .70 | .85 |
| Discount, 33⅓%. | | |

## CENTURY LANTERN SLIDE CAMERA

Page 45

| | |
|---|---|
| Century Lantern Slide Camera, including Lantern Slide Back, one 3¼ x 4 Double Lantern Slide Holder, one Interchangeable Lens Board, two Spring Finger Kits, | $32.00 |
| 5 x 7 Back, including one 5 x 7 Eastman View Plate Holder, | 7.00 |
| Discount, 35%. | |
| 3¼ x 4 Lantern Slide Plate Holders, each, | 1.25 |
| 5x7 Eastman Plate Holders, each, | 1.25 |
| 6½ inch focus R. R. Lens in Shutter, | 13.00 |
| Discount, 33⅓%. | |

Page 45—Continued

## THE IMPROVED SKYSCRAPER

Page 47

| | |
|---|---|
| 8 x 10 Improved Skyscraper Camera, with one double Sterling Plate or Film Holder, and Carrying Case, | $ 54.00 |
| Discount, 33⅓%. | |

## F. & S. BANQUET CAMERA

| Page 49 | 7 x 17 | 12 x 20 |
|---|---|---|
| F. & S. Banquet Camera, including Carrying Case and one double Plate Holder, or Cut Film Holder, | $64.00 | $78.00 |
| Extra Double Plate Holders, each, | 10.00 | 13.00 |
| Extra Double Cut Film Holders, each, | 10.00 | 13.00 |
| Extra Lens Boards, each, | .60 | .80 |
| B. & L. Tessar Series 11b, No. 7, 10 inches, | 71.50 | |
| B. & L. Tessar Series IV No. 6, 10¼ inches, | 40.50 | |
| B. & L. Tessar Series 11b, No. 9a, 16¼ inches, | | 166.00 |
| B. & L. Series IV, No. 7, 15$\frac{3}{16}$ inches, | | 61.50 |
| Discount, 33⅓%. | | |

## THE CROWN ENLARGING, REDUCING AND COPYING CAMERA

Page 50

Including one Combination Bromide Paper and Plate Holder and complete set of kits.

| | |
|---|---|
| Crown Enlarging, Reducing and Copying Camera, 8 x 10, | $ 60.00 |
| Crown Enlarging, Reducing and Copying Camera, 11 x 14, | 90.00 |
| Crown Enlarging, Reducing and Copying Camera, 14 x 17, | 125.00 |
| Crown Enlarging, Reducing and Copying Camera, 18 x 22, | 190.00 |
| Discount, 33⅓%. | |

## THE FOLMER & SCHWING ENLARGING, REDUCING AND COPYING CAMERA

Page 51

Including one Combination Bromide Paper and Plate Holder and full set of kits.

| | |
|---|---|
| Folmer & Schwing Enlarging, Reducing and Copying Camera, 8 x 10, | $ 86.00 |
| Folmer & Schwing Enlarging, Reducing and Copying Camera, 11 x 14, | 106.00 |

Discount, 33⅓%.

## REVOLVING BACK ENLARGING CAMERA

Page 52

| | |
|---|---|
| Revolving Back Enlarging Camera, 8 x 10, without lens, including revolving back negative carrier with 6½ x 8½, 5 x 7, 4 x 5, 3¼ x 4¼ Spring Finger Kits and one sheet of flashed opal glass, | $ 33.00 |
| No. 6 Kodak Anastigmat Lens, f.6.3, 10-inch equivalent focus, | 46.50 |
| New Model Bromide Easel, | 17.00 |

Discount, 33⅓%.

## THE F. & S. PRINTING AND ENLARGING CABINET

Page 60

| | |
|---|---|
| F. & S. Printing Cabinet, including automatic print and paper container, clock and swivel printing frame, | $ 79.00 |
| Enlarging attachment extra, including No. 1 Graphic Enlarging Camera and negative carrier and nested kits, and Bromide Easel, | 40.00 |

Discount, 33⅓%.

## F. & S. PROFESSIONAL PRINTER

| Page 63 | 8 x 10 | 11 x 14 |
|---|---|---|
| F. & S. Professional Printer without lamps, including 6 feet of Conductor Cord and one sheet Flashed Opal Glass, | $36.00 | $43.00 |

Discount, 25%.

## THE CROWN PRINTER

| Page 65 | 8x10 | 11x14 |
|---|---|---|
| Crown Printer without lamps, including one sheet of Flashed Opal Glass, and 6 feet of Conductor Cord | $30.00 | $38.00 |

Discount 25%.

## CENTURY MULTIPLYING BACK

Page 69

| | |
|---|---|
| Century Multiplying Back, 6½x8½ or 8x10 Including one 5 x 7 Eastman View Plate Holder. | $18.00 |

Discount, 33⅓%.

## THE F. & S. LABORATORY STAND

| Page 70 | 5x7 | 8x10 |
|---|---|---|
| F. & S. Laboratory Stand with Spring Finger Copy Holder, Kits and Ground Glass | $40.00 | $60.00 |

Discount, 33⅓%.

## UNIVERSAL LABORATORY OUTFIT

| | No. 1 | No. 2 |
|---|---|---|
| Page 72 | 5x7 | 8x10 |
| Universal Laboratory Outfit, including Laboratory Stand, Copying Camera, one Combination Bromide Paper and Plate Holder, one Copy or Negative Holder, set of spring Finger Kits, Ground Glass | $73.00 | $120.00 |
| Laboratory Stand, only | 40.00 | 60.00 |
| Copying Camera, with Combination Bromide Paper and Plate Holder, only | 33.00 | 60.00 |
| Extra Combination Bromide Paper and Plate Holder with complete set of kits | 4.00 | 6.00 |
| Double Plate Holders, each | 1.50 | 2.50 |

Discount, 33⅓%.

## THE F. & S. PHOTO-MICROGRAPHIC OUTFIT.

Page 73

F. & S. Photo-Micrographic Outfit consisting of Stand, 5x7 R. B. Cycle Graphic with Graphic R. R. Lens and Auto-

Page 73—Continued

matic Shutter, one Plate Holder, Sole Leather Carrying Case for Camera and Holders, one 48 Millimeter focus Micro-Objective and adapter fitted to Automatic Shutter . . . . $106.50
Photo-Micrographic Stand . 40.00
5x7 R. B. Cycle Graphic Camera, with R. R. Lens and Automatic Shutter, one Plate Holder and Carrying Case . . . . 60.00
Micro-objective 16 millimeter focus . . . . . 6.00
Micro-objective 32 millimeter focus . . . . . 5.00
Micro-objective 48 millimeter focus . . . . . 5.00
Metal Adapter to fit Micro-objective to Automatic Shutter . 1.50

Discount, 33⅓%.

## THE F. & S. VIGNETTER

Page 75

The F. & S. Vignetter . . $12.00

Discount, 33⅓%.

## THE GRAFLEX FOCAL PLANE SHUTTER

Page 78

Graflex Focal Plane Shutter for Eastman View Cameras, 5 x 7 $18.00
Graflex Focal Plane Shutter for Eastman View Cameras, 6½x8½ 20.00
Graflex Focal Plane Shutter for Eastman View Cameras, 8 x 10 23.00

Discount, 33⅓%.

## THE CROWN TRIPOD

Page 85

Crown Tripod, No. 1, with 4-inch top . . . . . $7.00
Crown Tripod, No. 2, with 6-inch top . . . . . 7.50
Crown Tripod, No. 3, with 6-inch top . . . . . 9.00
Crown Tripod, No. 4, with 6½-inch top . . . . . 9.50

Discount, 33⅓%.

## THE PROFESSIONAL TRIPOD

Professional Tripod, for Cameras up to and including 14 x 17 . $15.00

Discount, 33⅓%.

## THE F. & S. COLLAPSIBLE STAND

Page 85

F. & S. Collapsible Stand . . $12.00

Discount, 35%.

## THE CENTURY "12 FOOT" TRIPOD

The Century "12 Foot" Tripod, complete . . . . . $28.00
Legs only . . . . . 24.00

Discount 33⅓%

## CROWN TILTING TRIPOD TOP

Page 88

Crown Tilting Tripod Top No. 1 $2.50
Crown Tilting Tripod Top No. 2 3.00
Crown Tilting Tripod Top No. 4 3.75
Professional Crown Tilting Tripod Top . . . . . 7.50

Discount 33⅓%

## F. & S. LANTERN SLIDE ATTACHMENT

Page 92

F. & S. Lantern Slide Attachment, 8 x 10 including one Lantern Slide Plate Holder . $14.00
F. & S. Lantern Slide Attachment, 11 x 14, including one Lantern Slide Plate Holder . 16.00
F. & S. Lantern Slide Attachment, 14 x 17 including one Lantern Slide Plate Holder . 19.00

Discount 33⅓%

## F. & S. LANTERN SLIDE CONTACT PRINTING FRAME

Page 93

F. & S. Lantern Slide Contact Printing Frame, 4 x 5 . . $3.50
F. & S. Lantern Slide Contact Printing Frame, 5 x 7 . . 4.00

Discount 33⅓%

## CENTURY PRINTING FRAMES

Page 114

Century Printing Frames, 4 x 5 $ .75
Century Printing Frames, 4¼ x 6¼ . . . . . .85
Century Printing Frames, 5 x 7 .85
Century Printing Frames, 6½ x 8½ . . . . . 1.00
Century Printing Frames, 8 x 10 1.35
Century Printing Frames, 7 x 11 1.50
Century Printing Frames, 10 x 12 2.25
Century Printing Frames, 11 x 14 2.75

Discount 40%

Century Printing Frames, 14 x 17 $4.25
Century Printing Frames, 16 x 20 6.40
Century Printing Frames, 18 x 22 6.75
Century Printing Frames, 7 x 17 4.50
Century Printing Frames, 12 x 20 6.00
Century Printing Frames, 20 x 24 7.00

Discount 33⅓%

### CIRKUT PRINTING FRAMES

| | | |
|---|---|---|
| For Negative, | 6½ ins. x 30 ins. | $ 8.00 |
| For Negative, | 6½ ins. x 4 ft. | 9.50 |
| For Negative, | 8 ins. x 4 ft. | 10.75 |
| For Negative, | 8 ins. x 6 ft. | 14.25 |
| For Negative, | 10 ins. x 4 ft. | 11.75 |
| For Negative, | 10 ins. x 6 ft. | 16.50 |
| For Negative, | 16 ins. x 6 ft. | 30.00 |
| For Negative, | 16 ins. x 10 ft. | 36.00 |

Discount 33⅓%

### THE STERLING PLATE HOLDER

Page 115

| | |
|---|---|
| Sterling Plate Holder, 8 x 10 . | $2.50 |
| Sterling Plate Holder, 11 x 14 . | 6.00 |

Discount 33⅓%

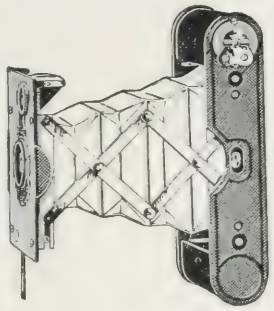
## EASTMAN TIMER

We have found it necessary to advance the price of the Eastman Timer. From April 24th and until further notice the price will be $2.50. Discount 33⅓%.

## ADVERTISING MATERIAL

Two very attractive Kodak street car cards and one Premo card are illustrated on pages 14 and 15. These cards are timely and especially prepared for June advertising. Get your order in early, before the supply is exhausted.

Each year our Advertising Department endeavors to outdo the results of the previous year, in preparing eye-compelling, sales-promoting window cards. We believe the window cards that will reach you about June 1st are the most attractive we have ever sent out. We'll leave it to you, to decide. There's a great big "Soldier" card in full colors, that cannot fail to draw attention to your windows.



For your soldier or sailor boy, a

**Vest Pocket Autographic Kodak**

PRICE, $6.00.

So small that he can wear it; so photographically fit that good pictures follow as a matter of course.

Its presence in his kit means relief from the monotony of camp life; and the pictures he will send you will be even better than letters.

RICHARD ROE & COMPANY

Single Col Cut—200-H.
Double Col Cut—200-G.

Reinforce your street car advertising, and your store displays, by a judicious use of local newspaper advertising space. Do not hesitate to send for advertising cuts, if you need them. They're free.

Memorial Day offers an excellent opportunity to boost your sales of Kodak Film.

## CHEMICALS

An advance in the prices of the following chemicals, became effective on the dates given:

April 6th 1917

### MERCURY BICHLORIDE

| | |
|---|---|
| 1 oz. bottle | $ .25 |
| ¼ lb. " | .83 |
| ½ " " | 1.55 |
| 1 " " | 3.00 |

Discount, 33⅓%.

### E. K. SODIUM CARBONATE (DES.)

| | |
|---|---|
| 1 lb. bottle | $ .30 |
| 1 " can. | .21 |
| 5 " " | .85 |

No change in prices of 5 lb. bottle, 25 lb. can or 100 lb. drum.

Discount same as heretofore.

April 12th 1917

### HYDROCHINON

| | |
|---|---|
| 1 oz. can | $ .31 |
| ¼ lb. " | 1.00 |
| ½ " " | 1 93 |
| 1 " " | 3.75 |
| 5 " tin | 18.50 |

Discount, 40%.

### POTASSIUM PERMANGANATE

| | |
|---|---|
| 1 oz. bottle | $ .48 |
| ¼ lb. " | 1.75 |
| ½ " " | 3.40 |

Discount, 33⅓%.

### WOOD ALCOHOL

| | |
|---|---|
| 1 pint bottle | $ .40 |
| 1 quart " | .75 |
| 5 gal. can | 10.50 |

Discount, 33⅓%.

### FORMALDEHYDE

| | |
|---|---|
| 1 oz. bottle | $ .10 |
| 1 lb. " | .45 |

Discount, 33⅓%.

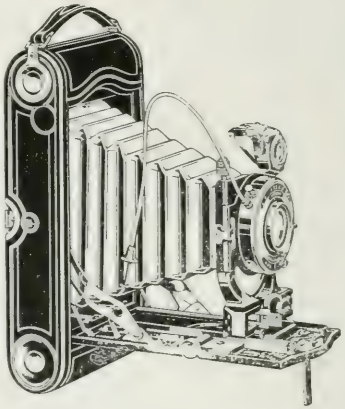
We have been able to reduce the prices of the following Chemicals, effective on the dates given.

April 6th 1917

### E. K. SODIUM SULPHITE (DES.)

| | |
|---|---|
| 5 lb. bottle | $ 1.20 |

No change in prices on other sizes and discounts remain the same as heretofore.

# 3A Autographic Kodak, *Special*

## with Kodak Range Finder

The Kodak Range Finder with which this Kodak is fitted is a practical device new to amateur photography—it finds the focus. Guess work is eliminated—you *know* what you had to estimate before.

The lens and shutter equipment is exactly what the words "*Kodak Special*" indicate.

Other Kodaks from $6.00 up.
Brownies as low as $1.25.

RICHARD ROE & COMPANY

Single Column Cut—207-H.
Double Column Cut—207-G.


April 11th 1917

### MAGNESIUM POWDER

| | |
|---|---|
| 1 oz. bottle | $ .60 |
| ¼ lb. tin | 2.15 |
| ½ lb. " | 4.25 |
| 1 lb. " | 8.35 |

Discount, 33⅓%.

It has become necessary to advance the prices of the following:

May 1st, 1917

### EASTMAN REDUCER AND STAIN REMOVER

Per carton of 5 tubes, - - - $ .50
Discount, 40%.

### RE-DEVELOPER VELOX

Package of 12 tubes. - - - $ .84
Discount, 33⅓%.
Gross quantities, 40%.

### TANK DEVELOPER POWDERS

For 5x7 Plate Tank, pkg. 6 powders, - - - - - - $ .40
For 8x10 Plate Tank, pkg. 6 powders, - - - - - - .75
Discount, 33⅓%.
Gross lots assorted, 40%.

### NEPERA AUXILIARY POWDERS

**(For use with Nepera Solution)**

Per carton of 12 powders, - - $ .25
Discount, 25%.

### AMMONIUM SULPHOCYANATE

1-oz. bottle, - - - - $ .40
½-lb. bottle, - - - - 2.75
Discount, 33⅓%.

### BORAX

Per 1-lb. carton, - - - - $ .20
Discount, 33⅓%.

### NEPERA SOLUTION

5 gal. jug, - - - - - $17.50
Discount, 33⅓%.

### RETOUCHING VARNISH, N. I.

Per 16 oz. bottle, - - - - $ .60
Discount, 33⅓%.

### VELOX LIQUID HARDENER

5 gal. jug, - - - - - $10.75
Discount, 33⅓%.

### ACETIC ACID 28% OR NO. 8

½ lb. bottle, - - - - $ .18
1 " " - - - - .30
5 " " - - - - 1.10
Discount, 33⅓%.

100 lb. Carboy, - - $ .09 net per lb.
100 " " (80%) - .21 " " "

### GLACIAL ACETIC ACID

1 oz. bottle, - - - - - $ .15
1 lb. " - - - - - .83
5 lb. " - - - - - 3.47
Discount, 33⅓%.

### ACID NITRIC C. P.

1 oz. bottle, - - - - $ .21
¼ lb. " - - - - .29
½ lb. " - - - - .39
1 lb. " - - - - .53
Discount, 33⅓%.

### ACID MURIATIC—C. P.

1-oz. bottle, - - - - - $ .17
¼-lb. " - - - - - .23
½-lb. " - - - - - .31
1-lb. " - - - - - .39
Discount, 33⅓%.

### ACID PHOSPHORIC 50%

1-oz. bottle, - - - - - $ .18
¼-lb. " - - - - - .29
½-lb. " - - - - - .42
1-lb. " - - - - - .66
Discount, 33⅓%.

## NEW ALBUMS AND CARD MOUNTS

We have listed in the 1917 Kodak Catalogue, the following new Kodak Albums and Card Mounts:

### ALBUMS

**The Ajax:**

This new album has a closed back and 50 black leaves held in place by cord and holder inside

*Write it on the film—at the time.*

You can do it with an

**Autographic Kodak**

RICHARD ROE & COMPANY.
1201 TRIPOD AVENUE.

**Kodak Street Car Sign No. 788.**

the covers. Finest quality black narrow grain imitation leather covers.

| No. | Size of Leaf | Price Each | Price Extra Leaves Pkg. of |
|---|---|---|---|
| A | 5 x 8 | $1.10 | $ .12 |
| B | 7 x 11 | 1.40 | .15 |
| C | 10 x 12 | 2.10 | .25 |
| D | 9 x 14 | 2.25 | .30 |

Discount 40%

**The Juno:**

The Juno Album has brown imitation leather covers, open back style, with 50 black leaves held in place by metal tubing and silk cord through covers.

| No. | Size of Leaf | Price Each | Price Extra Leaves Pkg. of 12 |
|---|---|---|---|
| A | 5 x 8 | $1.00 | $ .12 |
| B | 7 x 11 | 1.25 | .15 |

Discount 40%

## CARD MOUNTS

**Ontario:** Furnished in gray or brown.

| No. | For Print | Size Outside | Per 1000 | Per 100 | Per 50 |
|---|---|---|---|---|---|
| V. P. | 1⅝x2½ | 3⅜x4¼ | $ 9.50 | $1.05 | $ .55 |
| 1 | 2¼x3¼ | 4⅜x5⅜ | 12.00 | 1.30 | .65 |
| 1A | 2½x4¼ | 4½x6¼ | 13.50 | 1.45 | .75 |
| 3 | 3¼x4¼ | 5⅛x6⅛ | 14.50 | 1.55 | .80 |
| 2C | 2⅞x4⅞ | 5 x7 | 15.00 | 1.60 | .80 |
| 3A | 3¼x5½ | 5¾x8 | 17.00 | 1.80 | .90 |
| 4 | 4 x5 | 6 x7 | 19.00 | 2.10 | 1.05 |
| 4A | 4¼x6½ | 6½x8¾ | 23.50 | 2.50 | 1.25 |
| 5 | 5 x7 | 7½x9½ | 28.50 | 3.00 | 1.50 |

Discount 25%

**Triumph:** Furnished in Ash Gray and Artist's Brown.

| No. | Color | For Print | Size Outside | Price Per 100 |
|---|---|---|---|---|
| A1 | Grey | 5 x 7 | 8x10 | $3.50 |
| A2 | Brown | 5 x 7 | 8x10 | 3.50 |
| B1 | Grey | 6½x 8½ | 10x12 | 4.70 |
| B2 | Brown | 6½x 8½ | 10x12 | 4.70 |
| C1 | Grey | 8 x10 | 12x14 | 6.35 |
| C2 | Brown | 8 x10 | 12x14 | 6.35 |
| D1 | Grey | 7 x11 | 11x15 | 7.00 |
| D2 | Brown | 7 x11 | 11x15 | 7.00 |

Discount 25%

*Keep a*

*KODAK STORY*

*of the Baby*

RICHARD ROE & CO.

1201 TRIPOD AVENUE.

**Kodak Street Car Sign No. 789.**

Your vacation will be pleasanter still with

# A PREMO

The simplest of all cameras and we have a full stock of them

John Doe & Co.

1234 Premo Street

**Premo Street Car Sign No. 790.**

**Enlargement Folder:**

This new Enlargement Folder is furnished either with Olive Gray cover and white insert, or Brown cover and Sepia-Buff insert. Either style has both oval and rectangular masks.

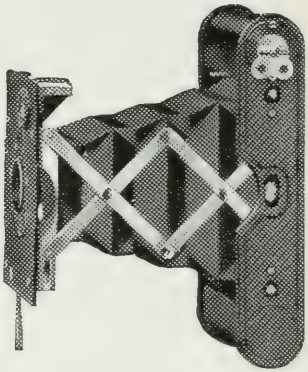
It will be well to feature this attractive folder as no doubt it will be the means of selling enlargements in half dozen and dozen lots, and a good way to show how it applies to amateur uses, is to mount a contact print on the inside front cover and have an enlargement of the same in the mask.

| No. | Color | For Print | Size Outside | Price per Package |
|---|---|---|---|---|
| A1 | White | 5 x 7 | 7½ x 9½ | $ .66 |
| A2 | Buff | 5 x 7 | 7½ x 9½ | .66 |
| B1 | White | 6½ x 8½ | 8¾ x 10¾ | .78 |
| B2 | Buff | 6½ x 8½ | 8¾ x 10¾ | .78 |
| C1 | White | 6 x10 | 9 x13 | .90 |
| C2 | Buff | 6 x10 | 9 x13 | .90 |
| D1 | White | 8 x10 | 10¾ x13 | .96 |
| D2 | Buff | 8 x10 | 10¾ x13 | .96 |

Package contains ½ dozen Folders.

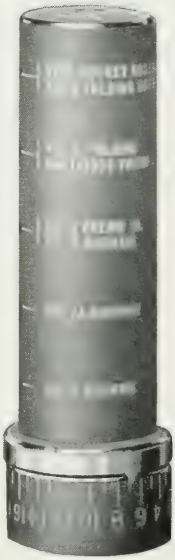
Discount 25%

# The KODAK BANK



Sixty Dimes means a Vest Pocket Kodak

saves money for you. A dime, a time and the first thing you know, you've money enough for a Kodak.



An excellent method of encouraging thrift in the children. Let them earn a Brownie.

RICHARD ROE & CO.

Single Col. Cut—200-F (Vest Pocket Kodak)

Single Col. Cut—281-F (Kodak Bank)

*FOR TRADE CIRCULATION ONLY.*

Eastman Kodak Company

# Trade Circular.

*"FOR YOUR INTERESTS AND OUR OWN"*

Vol. XVIII., No. 7 ROCHESTER June, 1917

## Build your Business on Facts.

In July, 1916, the Federal Trade Commission published a pamphlet entitled: "A System of Accounts for Retail Merchants." Any one interested to learn what this Commission has to say can obtain a copy of this paper by writing for it to Washington. It will pay to do so.

Our dealers will be interested in the following quotations from the introductory letter of Mr. Edward N. Hurley, Chairman of the Commission:

> 1. That the majority of retail merchants do not accurately know the cost of conducting their business and
>
> 2. That there must be decided improvement in this direction before competition can be placed upon a sound basis and before we can expect a decrease in the heavy business death rate among retail merchants.

We understand that the Trade Commission canvassed the situation carefully, thoroughly and systematically, and it seems to us that if such a condition exists to warrant above mentioned conclusions—and we know from our own experience that they exist to some extent in our own line of business—every line of business ought to do its "little bit" to bring about a change for the better. This is what we are trying to do in this article.

It is astonishing that the question of ascertaining Cost of Conducting Business should be such a stumbling block, because of all the problems confronting business men, this one is the simplest and is easy to solve. It requires a simple distinction between a few expenses, such as freight, express and drayage on incoming merchandise which enter into the Cost of Goods Sold, and other expenses entering into the Cost of Selling.

Where there is no intention to keep a set of books with an effort of compiling information from which business results can be analyzed, and where for this or

that reason the system is primitive, it will suffice if all the selling expenses are charged to the usual General Expense Account. Strange to say there is any number of small businesses throughout the country where the proprietor pays out numerous checks day in and day out and is perfectly satisfied with the knowledge that all he has to do is to see to it that there is, on the one hand, enough money in the Bank to pay for the checks he issues and that, on the other hand, all he needs to do is to see that the canceled checks which he gets back are those issued by him. There is no effort made to keep a Cash Book in which the incoming and outgoing funds are recorded, footed up every month, footed up for the year, and used for the purpose of getting a comprehensive bird's-eye view of the year's business transactions.

How is a man who operates his business in this fashion going to know the aggregate of his yearly expenses, his yearly purchases and sales? How could he answer these very simple questions:

What was the Percentage of Cost of Conducting your Business last year? and

What was the Percentage of Gross Profit on your Sales?

The first question is easily answered by entering expense payments in a Cash Book or by summarizing the same on loose sheets and dividing the total by the amount of yearly sales.

The second question is not answerable at all if no inventories were taken at the beginning and end of the fiscal or calendar year. But supposing that inventories were taken, but purchases and sales had not been summarized, there would still be no way to answer the question correctly.

There is a very important relationship between the two percentages above referred to; the difference between the two spells either success or financial ruin.

And yet how many business men realize the necessity and the importance of these two percentages, which reflect the result of their daily efforts and labors?

The Federal Trade Commission answers this question, and it says as far as Retail Merchants are concerned that the majority does not accurately know these figures.

Now, as a consolation, if it can be called that, this majority of Retail Merchants can point to another conclusion of that very same Commission dealing with an investigation of American manufacturing concerns:

"That an amazing number of manufacturers, particularly the smaller ones, have no adequate system for determining their costs, and price their goods arbitrarily."

Now, here Mr. Retail Merchant could lean back and say:

"Well, I may not be able to know what it cost me to conduct my business, but I certainly do know what the goods cost me, and knowing what my selling prices are as listed by the manufacturers and which contain for me all the way from 25 to 33-1/3% Gross Profit, what would be the use of going into a lot of detail and to spend a lot of money on books and clerical wages to know all these other things, as long as I feel that my selling expenses are below that figure?"

The word "feel" is used here advisedly instead of the word

"know", because no such "knowledge" exists and such "feeling" does constitute the manner in which so many businesses are conducted.

If it were a complicated, laborious proposition to ascertain facts which are so vital for the successful management of a retail business, there would be some excuse for this state of affairs, but it is not only this absence of knowledge which has to be considered, but also mistaken ideas about some business principles which have a bearing on the situation. Attention is directed to some of these:

How many Retail Merchants charge salary for their services? A good many charge no salary at all, looking upon the profit as their remuneration. They do not realize that before they can speak of a profit, their own services should be paid for just like those of all other employes and that this salary should go into the cost of conducting the business. One reason for this is, that if they did not manage the business themselves, they would have to pay a salary to the one who did manage it. And for another reason, if they were not managing the business, they would be doing something else for which they would no doubt get adequate remuneration.

How many know the aggregate of their losses through bad debts? A good many leave bad debts on their books year after year instead of writing them off and adding such losses to the cost of doing business.

How many make allowance for depreciation of furniture and fixtures?

How many who carry side lines feel that the same should carry their proportion of expenses just like the main line?

How many who never ascertain their actual gross profit know the effect thereon of deterioration and depreciation brought on by changes in styles, taste and seasons?

How many realize that whilst they assume a Gross Profit of 25%, that carelessness, dishonesty and disloyalty of employes may cause a shrinkage of 5%, which may bring the actual Gross Profit so near to the cost of conducting business that there is no profit at all?

One of the most elusive and fluctuating elements of business is that of Gross Profit, and because of that fact it behooves business men who wish to conduct a profitable business—and that means all of them—to use a good deal of discretion in all questions which would have the tendancy of reducing it. The natural tendencies of Gross Profit are those of following the line of least resistance, hence downward, because so many elements enter into it, such as depreciation, deterioration, carelessness leading to breaking, soiling and spoiling, possible disloyalty and dishonesty of employes over which there is only limited control. On the other hand, the natural tendencies of the expenses entering in cost of conducting business are upwards, and especially so at the present time of high prices. We do not know just why this is so, but the landlord wants more rent every few years; we like to have a growing business, hence we feel like spending more money in advertising; employes who are familiar with our line and who feel at present the pinch of high cost

of living, want higher salaries, and there are numerous odds and ends where we see nothing but increases in costs.

Here we have on the one hand the tendencies of Gross Profit where a constant struggle is required to keep it up, and on the other hand the tendencies of the Cost of Selling where we have a like struggle to keep it down.

Of these two problems the latter is, as stated above, the easiest to deal with, because we are dealing always with concrete facts—namely, cash expenditures which we make.

The problem of keeping up the Gross Profit is, however, not so simple, because we are dealing here, as stated above, with a very elusive and fluctuating quantity. It would not be so difficult to have a good line and hold on this important factor if it were not for the fact that such a large number of business men are constantly figuring how they can attract trade by cutting prices. When a business man has this "bug" of price cutting, which is one of the things in business over which he has a real control, he is in the first stages of trouble, because there are, as previously mentioned, so many things in every business, hidden under the surface, of which he knows nothing until the day of accounting comes around. By this we mean especially the day when the realization is driven home to him that the "income" is not large enough to take care of the "outgo."

We come now to make a statement which we might have made in the forepart of these remarks immediately after we quoted Mr. Hurley, but which comes in better stead here after we have said what is on our mind. It does not suffice merely to know the cost of conducting a business, nor will the remedy only be found in "a decided improvement in this direction before competition can be placed on a sound basis," unless the ideas about merchandising at a profit become also more thoroughly understood and more in harmony with the good old motto: "Live and let live."

The public, whilst naturally directly concerned in purchasing what it wants at a low price, is in an indirect way as much concerned in buying what it wants at uniform prices. If it has to pay the same price for the same article wherever it wants to buy that article, it thinks far more of that line of business than it does if it never knows what it will have to pay. This is a psychological fact that anyone can prove by just analyzing his feelings when he has to make an experience of this sort. The idea of uniform prices and "one price store for all customers" is typically American, and its great advantages are appreciated by all those who have travelled in foreign countries and have become disgusted with the flexible notion prevailing there about prices.

We all know that it does not require special business acumen to sell goods at little profit. By this we mean net profit—not Gross Profit. We cannot imagine anyone selling goods at such a low Gross Profit that the Percentage of cost of doing business is higher than that of the Gross Profit, To quote a case: Supposing an article is usually sold at a Gross Profit of 25%, that the cost of conducting business is 20% of list price

(on which the 25% is based) and that for some reason or other a special discount of 20% is made to customers, reducing thereby the Gross Profit to 5%. The net result of the transaction is a loss of 15%, instead of a profit of 5% if the article had been sold at its usual price. It happens in every business that in order to close out certain lines special discounts are made, and it is a part of good business policy to do so in order to avoid even heavier loss through overstocking or other reasons. But this should be a special condition arising from time to time only, and should always be an exception from the prevailing prices.

If, however, a Retail Merchant adopts this general policy of offering discounts, he not only reduces his Gross Profit Percentage, but if he does not obtain a proportionate increase in sales, his Percentage of cost of selling will also increase, because granting these discounts as a general proposition reduces the amount of sales out of proportion, and consequently he has a smaller divisor with which to divide the total expenses. This may lead to Cost of Selling becoming equal to Gross Profit, and as a result there is no profit in the business. The underlying idea in offering these discounts is in most cases the notion that it will lead to a larger business turnover, which would have the tendency of reducing the Percentage of Cost of Selling, but even if this is successful it only means that a good deal more goods have to be turned over and a good deal more work has to be done to make the same amount of profit. In most cases this anticipated larger business does, however, not put in its appearance as this is a game which the other fellow—the competitor—can also play by meeting the prices.

There is, however, another point to be considered which is more important than appears on the surface, and that is the effect such a policy has on salesmanship. Where this idea of securing sales through granting of discounts is general, goods will be sold without the application of salesmanship—it is merely a matter of price—and in the course of time such a store will have no one who can sell goods merely on merits, and salesmanship in its higher sense will become extinct.

At the same time Selling Expenses will either remain the same, or on account of diminished Gross Profit, must be reduced, leading to smaller salaries. As a national proposition this idea of securing business by special discounts is a very undesirable condition, because those that indulge therein are gradually striving to market cheaper grades of product, and whilst the consumer may pay lower prices, he will ultimately also get a lower grade of product, not to speak of the tendency of cheapening marketing and manufacturing efforts. In its effect it is a handicap on trade, as it lowers the levels and ultimately the purchasing power of the public, because it is much farther reaching in its effect than appears on the surface, and is bound to effect the pocketbooks of all those connected with the industries of the country.

Much is said now-a-days about service and a good deal is done just for "service." If you stop to think what it means and the interpretation that is put into this word "service," you will realize

that it means something for which the one that renders it either makes no direct charge at all or charges only a nominal amount. Whilst we have had "Kodak Service" long before this last word came into its present use through the great progress made in the automobile industry, we wish to point out that giving the public "service" and cutting prices does not very well go hand in hand. This is, we trust, a truth which every business man, be he retailer, wholesaler or manufacturer, will give thought and attention. If service means anything at all, it means that a well assorted stock is carried to satisfy the public need; that there are men behind the counter who know the line thoroughly, can talk and explain intelligently, and can give the customer the right kind of information and advice no matter whether a sale is made at the time or not. The man who wants to know something to-day—even if he is no purchaser—and even if it is troublesome to answer his questions—may be a good customer to-morrow, and any Retail Merchant who conducts his business on too small a margin of profit cannot afford, in the long run, to maintain an organization that can give this sort of service. Furthermore, that Retail Merchant who does not realize that the public has some very decided views on this subject for which it is perfectly willing to pay, is losing sight of great possibilities.

As we are speaking here of service, it has occurred to us that possibly some of our dealers who feel that they do not know as much about Gross Profit, Cost of Selling and other matters of interest of their business as they would like, may think that we could be of service to them by going a step further and giving an outline of what they should do in order to be more thoroughly in touch with such factors. We know of no ready-made simple system which we could recommend for adoption, but feel that if the demand for one would warrant our taking this up, we shall be glad to give this our careful attention and possibly make this another feature of our "Kodak Service."

## INDISPUTABLE RECORDS

Did you ever try to analyze the reasons why people make Kodak pictures?

Didn't you find that amateur pictures were not made just for the pleasure of the taking, nor for the pleasure of seeing them today or tomorrow, but for the greater pleasure of remembering somebody or some interesting place or event?

Every picture that is considered worth making, is worth saving and consequently worth identifying. And no matter if it is a hundred years hence, the fact that they can be identified and the date established makes them doubly valuable. Kodak pictures made today are going to be saved by somebody, and we owe it to those who save them, to give the facts with them.

The only way that a Kodak picture record can be handed down with any degree of certainty, is by making the title and date a part of the negative. And the only way this can be done, is with an Autographic Kodak or Brownie, by writing the record on Autographic Film, at the time the picture is made.

## ADVANCES IN PRICES

It has become necessary to advance the prices of the following goods. These new prices and the dates on which they became effective are given:

### MAY 3d 1917

**Velox Printing Cabinet**

Velox Printing Cabinet - $110.00 net

**Eastman Fibre Fixing Boxes**

| | |
|---|---|
| Special for 4x5, 3¼x5½, 3¼x4¼, and Lantern Slide Plates - | $3.00 |
| No. 1 for 12 4x5 or 3¼x4¼ Plates | 2.00 |
| No. 2 for 12 5x7 or 4x5 Plates - | 3.00 |
| No. 3 8x10 without partition - | 5.00 |
| No. 4 with partition, for all sizes up to 8x10 - - - | 5.50 |

Discount 40%

### MAY 7th 1917

**Flashed Opal Glass:**

| | |
|---|---|
| 7 x 7 - - - - | $1.25 |
| 8 x 10 - - - - | 1.50 |
| 10 x 10 - - - - | 1.80 |
| 10 x 12 - - - - | 2.00 |
| 11 x 14 - - - - | 3.00 |
| 14 x 14 - - - - | 4.00 |
| 14 x 17 - - - - | 4.50 |

Discount 40%

### MAY 11th 1917

**Lantern Slide Cover Glass:**

| | |
|---|---|
| Per Dozen - - - | $ .35 |
| Per Case 1,108 lights - - | 22.50 |

Discount 40%

From San Francisco Branch 30 and 5%

### MAY 22d 1917

**Extra Clips for Film Pack Developing Hangers:**

Per Dozen - - - - $ .60

Discount 33⅓%

### MAY 25th 1917

**Eastman Studio Reflector:**

List Price - - - - $15.00

Discount 40%

### MAY 28th 1917

**R. O. C. Negative Racks:**

| | |
|---|---|
| No. 3 - - - - | $ .55 |
| No. 4 - - - - | .75 |

Discount 40%

ADVANCES, MAY 28th—Continued.

**Combination Tripod:**

No. 5. - - - - $7.50

Discount 33⅓%

**Screws for Tripod Heads:**

For any style of R. O. Tripods

| | |
|---|---|
| Nos. 1, 2 and 3 - - - | $ .20 |
| Nos. 4 and 5 - - - | .40 |

Discount 40%

**Screws for Tripod Legs:**

For any style of R. O. Tripods

| | |
|---|---|
| Nos. 1, 2 and 3 - - - | $ .15 |
| Nos. 4 and 5 - - - | .20 |

Discount 40%

**Milled-Head Screws:**

For R. O. Cameras

| | |
|---|---|
| Half-inch and smaller - - | $ .15 |
| Larger than half-inch - - | .20 |

Discount 40%

**R. O. C. Retouching Desk:**

Each - - - - $4.50

Discount 40%

**Squeegees:**

| | |
|---|---|
| Velvet Rubber, 4½ inch - - | $ .30 |
| Do., 6 inch - - - | .40 |
| Do., 6 inch (Special) - - | .45 |
| Do., 8 inch (Special) - - | .50 |

Discount 25%

## $3,000.00 CASH

Each year the Kodak Advertising Competition brings in a wealth of material with which to illustrate our magazine advertisements. The $3,000.00 in cash prizes are to be paid for the best pictures showing wherein the Kodak serves the purposes of those who enjoy them.

Do not let your customers forget this opportunity to make good money and at leisure hours. There are fourteen prizes, and outside of the prize pictures, we buy, every year, a number of pictures of merit and pay good prices for them.

Do you need more Contest circulars?

## ORDER IN BOXES

At this season of the year, when Kodak Films are needed in large quantities in order to keep up with the consumer demand, there will be a considerable saving of time, trouble and expense, if you make your orders for films, correspond to the number that is regularly packed in the shipping boxes. By doing this, the work of the various shipping departments will be greatly facilitated, as the original boxes may be shipped right out, whereas, if a greater or lesser number of films are ordered, than are regularly packed, it necessitates unpacking and making a new package to fit the needs.

In the following list, are a few of the films most used, and we have shown the number of spools packed in boxes ready for shipment to our branches. In so far as possible, we urge that your orders be placed for films in these quantities:

| | Wooden Boxes | Fibre Boxes |
|---|---|---|
| No. 2 Brownie | 960 Spools | 288 Spools |
| No. 3A, 6 exposures | 504 " | 240 " |
| No. 1A, 6 exposures | 672 " | 288 " |
| Vest Pocket | 1,332 " | 144 " |
| No. 3 Folding, 6 exp. | 576 " | 144 " |
| No. 2C, 6 exposures | 612 " | 144 " |
| No. 3 Brownie, 6 exp. | 504 " | 144 " |

## ONLY FIFTEEN EXTRA.

In the Kodak Catalogue, we list the Othello Album as holding fifty leaves with additional space for twenty-five extra leaves. This was the case when the album first came out and the leaves were of a uniform thickness and weight. But now that the stock obtainable, is not as uniform as in the past, it is best to recommend putting in the album, not more than ten or fifteen extra leaves.

Please make this fact known throughout your sales force.

## SUMMER ADVERTISING HELPS.

The summer drive has begun. Back of the lines the situation has been studied and the attack planned to a nicety. By the time this issue is in print, much of the ammunition will be in your hands and the big guns will announce the opening of the great summer campaign.

Let us get together and make it a united effort.

Within a few days we will be prepared to send your supply of Kodak and Premo Summer Booklets. They are on the press now. The covers of both are up to their usual standard of attractiveness, having been reproduced in four colors. The Kodak cover is a soldier subject and very timely.

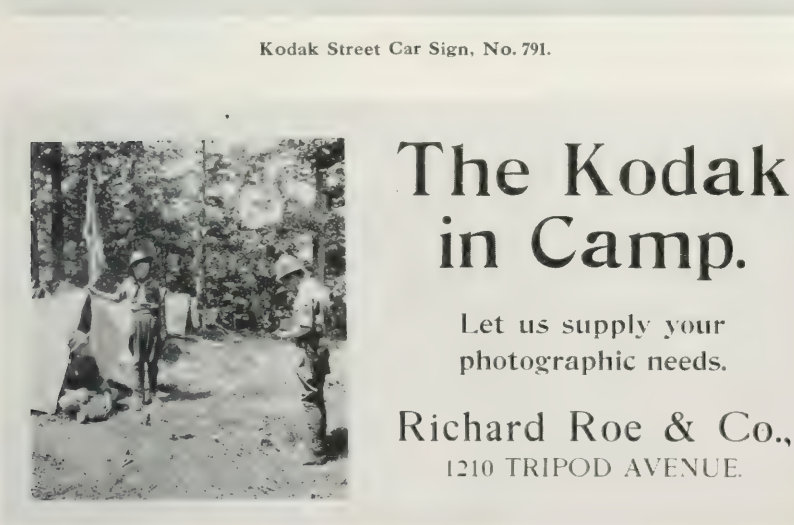
Remember! These booklets are *sent only on request* and we are ready, right now, for your orders.

By this time you will have received the package of Kodak and Premo window and store signs for the summer season. Every one is worthy of special commendation, and if that big soldier card doesn't prove an attraction, then we are mistaken. Start them working for you and keep them busy all summer.

The 1917 Advertising Cut Sheet is also on its way. It lists a number of new and striking cuts for your local newspaper advertising in both single and double column and we will be glad to ship you promptly all such cuts as you can use to advantage.

The two new Street Car Cards illustrated on page 9, will do their share of the work. One is a Boy Scout subject and the other is the same soldier subject that is being

Kodak Street Car Sign, No. 791.




Kodak Street Car Sign, No. 792.

used so extensively in other advertising display. Order your car cards now, so that we may have time to imprint them for you.

A few days ago we sent you a large (28″ x 36″) poster reproduction of our page advertisement in the June 2d issue of the *Saturday Evening Post*. Put this up in a conspicuous place and it will pull in the Vest Pocket dollars.

## ADVANCE IN PRICE OF PARAMIDOPHENOL

On May 10th, we made a slight advance in the prices of Paramidophenol (Hydrochloride.) The new prices are given below:

| | |
|---|---|
| 1 oz. bottle - - - | $ .65 |
| ½ lb. bottle - - - | 4.55 |
| 1 lb. bottle - - - | 8.80 |

Discount 33⅓%

## EASTMAN COMMERCIAL FILM.

Here is a film that is just as indispensible to the commercial photographer, as Eastman Portrait Film is to the professional photographer. The emulsion is comparatively slow and is contrasty enough to make it especially valuable for commercial use.

Let your customers who are doing copying or any kind of commercial work, know about this new product and you may be sure, a trial will convince them that the films will not only do all that may be done with plates, but will be found very much easier to handle and file.

Have the goods in stock!

PRICE.

Eastman Commercial Film:

| | Per Doz. |
|---|---|
| 4¼ x 6½ | $ .90 |
| 5 x 7 | 1.10 |
| 5 x 8 | 1.25 |
| 6½ x 8½ | 1.65 |
| 7 x 10 | 2.10 |
| 7 x 11 | 2.40 |
| 8 x 10 | 2.40 |
| 10 x 12 | 4.20 |
| 11 x 14 | 6.00 |

Discount 35 and 5%.

## DELAY IN DELIVERY OF KODAK FILM CABINETS.

Orders for Kodak Film Cabinets have been coming in so fast that it was a distinct disappointment to us to receive advices from the manufacturers that delivery of them would be somewhat delayed.

They advise us that the particular department in which these cabinets are being made is tied up completely by a strike of the workmen. This, of course, is one of those unforseen contingencies that can hardly be provided against, but the cabinets are so near to completion, we are informed, that as soon as satisfactory adjustments can be made, it will take but a short time to finish them up and start shipments.

Under these circumstances, we must ask the patience of all those dealers who have ordered. We might further suggest that it will be well for others to send in their orders at once, for at the rate the cabinets are now being ordered, the original lot is likely to be exhausted by the time they are ready for shipment.

## BIG POST CARD SEASON.

This is going to be a big post card season. The various training camps offer opportunities, such as never before existed, for post card studios and photographers to increase their business. The families and friends of the soldier boys will want to send post cards, and the boys too, will want to send them home.

Here is a chance to exploit Standard Post Card Plates and Post Cards.

Then, there's another situation. Thousands of post cards will be needed to supply amateur demands. Why not make a special drive to get this business? It doesn't involve Post cards alone, but films and chemicals as well. And here may also be an opportunity to sell more Auto-Mask Printing Frames, since they are especially adapted to the masking of Post Cards.

Let us all make an extra effort to interest customers in this direction, this summer.

## PRICES CHANGED.

After the Graflex catalogue was on the press, an error was discovered in the prices of Kodak Film Tanks and Crown Tripods, consequently these prices are wrong in the catalogue.

Kindly make the following corrections in the 1917 Graflex Catalogue:

PAGE 55

Kodak Film Tanks:

| | |
|---|---|
| 3½ inch Kodak Film Tank - - | $5.50 |
| 5 inch Kodak Film Tank - - - | 6.50 |
| 7 inch Kodak Film Tank - - - | 8.00 |

PAGE 60

Crown Tripods:

| | |
|---|---|
| No. 1 Crown Tripod, with 4 inch top - - - - - - - - - - | $7.00 |
| No. 2 Crown Tripod, with 6 inch top - - - - - - - - - - | 7.50 |
| No. 3 Crown Tripod, with 6 inch top - - - - - - - - - - | 9.00 |
| No. 4 Crown Tripod, with 6½ inch top - - - - - - - - - | 9.50 |

## ACCURACY WITHOUT COMPLICATIONS.

Behind every big gun, there are instruments of precision that enable the officer in charge to make every shot count. Where a clear vision can be obtained, the range finders work with unerring accuracy.

The Kodak Range Finder is a thoroughly practical device, new to amateur photography—it finds the focus for the Kodak. It permits you to know, what you had to estimate before, and guess work is eliminated.

If there was nothing else to recommend it, this vital, exclusive feature should help you to sell 3A *Specials*.

*Keep your vacation with an*

# Autographic Kodak

The friends you make, the places you visit, the interesting or amusing incidents of travel—even as you read this, scores of possibilities for summer pictures will occur to you. Let a Kodak tell the story and let the autographic feature, enabling you to write the date and title on the film, make such a record authentic.

Autographic Kodaks
from $6.00 up.

RICHARD ROE & COMPANY

Single Column Cut—116 B.
Double Column Cut—116 A.

# You control the destinies of your business.

*The parting gift—*

# A KODAK

This capable and simple-working picture-maker will do much toward livening up the inevitable hang-heavy moments of camp and shipboard.

And from purely selfish reasons, too, a Kodak is the very gift for you to make—think of the pictures he will send you.

**Vest Pocket Kodak—it fits the uniform, $6.00**
**Other Kodaks, $9.00 and up**

RICHARD ROE & COMPANY.

*FOR TRADE CIRCULATION ONLY.*

Eastman Kodak Company

# Trade Circular.

*"FOR YOUR INTERESTS AND OUR OWN"*

Vol. XVIII., No. 8 ROCHESTER July, 1917

Introducing the New

## No. 2C BROWNIE

# A Midsummer Booster
## The No. 2-C Brownie

"Nothing succeeds like success."

The 2⅞ x 4⅞ picture has been a huge success. It has been added to the Juniors and the Folding Brownies and now fashion decrees that this "come-to-stay" size shall be represented in the Box Brownie line.

The 3A always has been the popular size, but there are a lot of people who feel that this is a bit too large, while the 1A is slightly too small for their particular use, and right there is where the 2-C fits in.

It was impossible to include the No. 2C Brownie in the Kodak Catalogue this year. We couldn't get it ready in time, so its initial announcement to the public had to be made in the Kodak Summer Booklet.

In this new Brownie there are combined, the same simplicity and reliability and low cost that have characterized the Box Brownies. It loads in daylight with ten, six or two exposure N. C. Film Cartridges, No. 130. The lens is the meniscus achromatic and measures up to the high Kodak standard; the shutter, Eastman Rotary with three stops permits either snapshots or time exposures. The camera has two finders; two tripod sockets and is covered with fine quality imitation leather.

The 2C Brownie is going to be a big seller and it will be well to be prepared for the demand that is sure to follow an advertising drive. Don't let someone get in ahead of you, get your order in now.

DETAILS:

For rectangular pictures, 2⅞ x 4⅞ inches. Capacity, 10 exposures without reloading. Size of camera, 1⅞ x 6¼ x 7¼ inches. Weight, 27 ounces. Lens, meniscus achromatic. Shutter, Eastman Rotary with 3 stops. Two view finders. Two tripod sockets.

PRICE:

| | |
|---|---|
| No. 2C Brownie, with meniscus achromatic lens and Eastman Rotary Shutter, - - - | $4 00 |
| Brownie Carrying Case, - - | 1.15 |

Discount—33⅓%

## NEW GOODS

### 8 x 10 EASTMAN PORTRAIT FILM GROUND GLASSING FRAMES:

For holding portrait film negatives in position for floating with ground glass substitute.

Price . . . . . $1.65

### EASTMAN PORTRAIT FILM INTENSIFYING AND REDUCING FRAMES:

For holding portrait film negatives for intensifying and reducing.

Price . . . . . $1.25

### FLOATING LIDS:

For preserving developer in portrait film developing boxes.

| | |
|---|---|
| For Eastman Film Developing Box No. 2 . . . . . | $ .35 |
| For Eastman Film Developing Box No. 3 . . . . . | 50 |

New Goods—Continued.

### PORTRAIT FILM KITS FOR VIEW PLATE HOLDERS:

For using portrait film in View Plate Holders.

| | |
|---|---|
| 5 x 7 . . . . . | $ .15 |
| 8 x 10 . . . . . | .20 |

Discount 33⅓%

### INDIA INK:

For use in spotting negatives or prints. It is supplied in sticks which will last indefinitely and they are packed one dozen sticks in a carton.

Price per stick . . . . . $ .15

Discount 33⅓%

In lots of 1 doz sticks 40%

In lots of ½ gross sticks 40 and 10%

Now ready for delivery

## The Kodak Film Cabinet

Keeps your film stock clean, orderly and up-to-date.

To avoid disappointment (if not already placed) send in your order at once.

*For full description see May issue of the Trade Circular.*

## THE *F.* 7.7 ANASTIGMATS.

Every now and then some new and distinctive feature is added, to make Kodakery better. Some of these features have made the work of the amateur easier and eliminated bothersome details; others have been improvements that have had a decided bearing on the quality of the work.

Something like four years ago, we announced, for the first time, the Kodak Anastigmat *f.*7.7 lens, on the Vest Pocket Kodak. What we said about the lens then, is true today. They have made doubly good in practice. They have improved photographic quality.

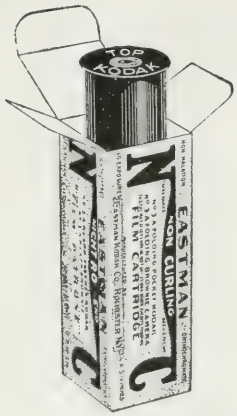
The buying public has been quick to realize this and the little Vest Pocket Kodak, with *f.*7.7 lens has been one of the most popular equipments we offer. The unusual value that this ten dollar V. P. K. gives, in combination with our recent heavy advertising has increased the demand beyond our present expectations and unfortunately beyond our present capacity for manufacturing the lenses.

This capacity, we expect to increase very soon, but for a little while we shall have to put the soft pedal on the *f.*7.7 equipment and must ask you to do likewise.

This also applies—although in a lesser degree—to the No. 1 Autographic Kodak Junior, with *f.*7.7 lens.

## DISCONTINUED

We have decided to discontinue the R. O. C. Post Card Printers and will not be able to fill future orders for them.




# KODAK FILM

**is film fit for a Kodak.**

**Properly orthochromatic, fast and absolutely dependable.**

**Our assortment of sizes is complete.**

**RICHARD ROE & CO.**

Single Column Cut—250-B.
Double Column Cut—250-A.

## EASTMAN STIRRING ROD THERMOMETERS:

The price of Eastman Stirring Rod Thermometers was advanced July 2d to $1.00.

Discount 33⅓%; in gross lots 40%.

## BACKING PAPERS

On June 14th, we made an advance in the prices of Artura, Solio, Velox and Azo Backing Papers. The prices of Collodion Backing Paper remain unchanged.

### ARTURA BACKING PAPER.

| Sizes. | Gross. | Sizes. | Gross |
|---|---|---|---|
| 4 x5 . . | $1.15 | 9x11 . . | $4.50 |
| 3⅝x5½ Cabinet | 1.15 | 10x12 . . | 5.40 |
| 5 x7 . . | 1.90 | 11x14 . . | 6.70 |
| 5 x8 . . | 2.20 | 12x15 . . | 7.50 |
| 6 x8 . . | 2.50 | 14x17 . . | 10.00 |
| 7 x9 . . | 3.00 | 16x20 . . | 16.00 |
| 8 x10 . . | 4.00 | 20x24 . . | 24.00 |

10-foot rolls (20-in. wide) per roll . .90
10-foot rolls (40-in. wide) per roll . 1.90
10-yd. rolls (20-in. wide) per roll . 2.40
10-yd. rolls (40-in. wide) per roll . 4.80

### SOLIO BACKING PAPER.

10-yd. rolls (20-in. wide) per roll . $1.70
10-yd. rolls (40-in. wide) per roll . 3.40

In all cut sizes and in rolls, price 45% of the list price of Solio Paper, odd figures to end in 0 or 5.

### VELOX BACKING PAPER.

10-yd. rolls (20-in. wide) per roll . $2.40
10-yd. rolls (40-in. wide) per roll . 4.80

In all cut sizes and in rolls the same stock as Single Weight Velox, price 40% of the list price of Velox, odd figures to end in 0 or 5.

### AZO BACKING PAPER.

10-yd. rolls (20-in. wide) per roll . $1.65
10-yd. rolls (40-in. wide) per roll . 3.30

In all cut sizes and in rolls, price 72% of the list price of Azo Paper, odd figures to end in 0 or 5.

Discount, 25%.

### COLLODION BACKING PAPER.

No change in prices.

## POTASSIUM PERMANGANATE.

On June 16th it became necessary to advance the prices of Potassium Permanganate, as follows:

| PRICE | |
|---|---|
| 1 oz. bottle - - - - | $ .65 |
| ¼ lb. bottle - - - - | 2.43 |
| ½ lb. bottle - - - - | 4.75 |

Discount, 33⅓%.

## "SOMEWHERE IN FRANCE"

When this war shall have become a thing of the past and trans-atlantic service is once more "made safe for democracy," there will be a rush to the battle-fields of Europe. And it is safe to assume that practically everyone will take a Kodak with them, for such a collection of pictures as would result from a trip of this kind, would be priceless and might well deserve a place of honor in the family archives.

Pictures give a truer conception of actual conditions, than can be gained from pages of historical reading. But Kodak pictures, made with the Autographic Kodak, on Autographic Film, are historical as well as pictorial and that is a mighty important feature when you consider that a photograph of this kind is valueless, unless it can be identified. Made "Somewhere in France" or "Somewhere in Belgium," as the censor says, does not mean anything, but if one can say: "Brussels 6-20-1918" or "Metz 8-15-1918," the picture has a very definite value that will increase, as it is handed down from one generation to another.

Impress your customers, at every opportunity, with the remarkable, historical value of an Autographic Kodak and the importance of dating every negative.

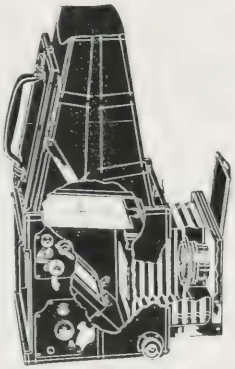
## CHECK YOUR PRINTER

If for no other reason than the satisfaction of knowing that you are right, you should be careful to check the advertising cuts in your local advertisments. Now and then one will slip in where it ought not to be, and if you make it a rule to check up the printer these errors will not occur.

If your advertisement refers to one camera and illustrates another, it is confusing. If you show the cut of a camera with a bulb release and the camera is now operated with cable release it gives the customer a wrong impression and it might mean the loss of a sale.

Try checking up your printer, before releasing the copy.

## GRAFLEX CAMERAS



THERE IS NO GUESSING WITH A GRAFLEX

When you look in the hood at the top of the camera, you see the picture you are about to take just as it will appear in the finished print. You can watch the changing composition or expression till you see the picture exactly as you want it,—then—a slight pressure on the release, and the picture is secured.

The Graflex Focal Plane Shutter works at any speed from "time" to one-one thousandth of a second.

*Let us show you how the Graflex will make the kind of pictures you have always wanted.*

Single Column Cut, Graflex No. 2.

# A Brownie

for the youngsters will keep them out-of-mischief, out-of-doors.

The No. 0 Brownie costs but $1.25.

Other Brownies up to $12.00.

RICHARD ROE & CO.

Single Column Cut—178 B.
Double Column Cut—178 A.

## BACKGROUND CARRIERS AND REFLECTORS ADVANCED.

Owing to the increased costs of materials we were obliged to advance, on June 5th, the prices of the following:

PRICES

| | |
|---|---|
| Home Portrait Background Carrier, | $7.00 |
| Eastman Portable Background Carrier, | 6.00 |
| Eastman Home Portrait Reflector, | 8.00 |

Discount, 40%.

## EASTMAN SODA SCALES.

On June 14th we advanced the price of Eastman Soda Scales. Until further notice the list price will be as follows:

PRICE

| | |
|---|---|
| Eastman Soda Scales, | $10.00 |

Discount, 33⅓%.

## SPOTTING OR RED SABLE BRUSHES.

The prices of Spotting and Red Sable Brushes were advanced on June 15th as follows:

PRICE

| Spotting or Red Sable Brushes: | |
|---|---|
| No. 1 to No. 6, | $ .15 |
| No. 7 to No. 9, | .18 |
| No. 10 to No. 12, | .20 |

Discount, 33⅓%.

## SILK BOLTING CLOTH

It has become necessary to advance the prices of Silk Bolting Cloth and until further notice the prices will be as follows:

PRICE

| | Inches wide | Per yard | Sheet 18x20 inches |
|---|---|---|---|
| No. 1—Fine Mesh, | 40 | $8.00 | $2.60 |
| No. 2—Medium Mesh, | 40 | 7.50 | 2.35 |
| No. 3—Course Mesh, | 40 | 7.00 | 2.20 |

Discount, 25%

On orders for less than one yard (except the 18x20 sheets) add 25c to cover cost of packing.

Help to fight the soldier's worst enemy—homesickness—by sending, in your letters,

***Kodak Pictures from Home***

RICHARD ROE & COMPANY,
1201 TRIPOD AVENUE.

Kodak Street Car Sign, No. 793.

Let your impressions survive the trip.

***Kodak, as you go***

RICHARD ROE & CO., 1201 Tripod Avenue.

Kodak Street Car Sign, No. 794.

## ADVERTISE!

When you have old stock to move—*advertise*. When you have new goods to introduce—*advertise*.

When business is quiet, stir it up—*advertise*. When business is good, make it better—*advertise*.

Your business friends and social acquaintances make no efforts to know the developments of any manufacturer, they depend on you to tell them—*advertise*.

## KODAK AUTO-MASK PRINTING FRAME

The increase in the cost of materials has necessitated an advance in the list price of the Kodak Auto-Mask Printing Frame. The change in price became effective June 2d.

PRICE

Kodak Auto-Mask Printing Frame, $1.25
Discount, 33⅓%.

You must go to history for 1776 but the part that our town plays in these stirring times of 1917 can live between the pages of your Kodak album.

# KODAK

and date every negative as it is made. "1917" will have a world of meaning in the years to come.

**Autographic Kodaks $6.00 up.**

RICHARD ROE & COMPANY.

Triple Column Cut—152-C. Double Column Cut—152-A.

*FOR TRADE CIRCULATION ONLY.*

Eastman Kodak Company

# Trade Circular.

*"FOR YOUR INTERESTS AND OUR OWN"*

Vol. XVIII., No. 9 ROCHESTER August, 1917

## THE OBVIOUS.

The regular photographic business you have always with you. Each year there is a new crop of babies, the older children have out-grown last year's picture and new ones should be taken. Each Christmas season is a time to advertise Kodaks as gifts and every summer presents the opportunity for the use of the usual arguments about Kodak for the vacation. It is all worth while and worth repeating year after year with such attractive and timely modifications as can be found.

But this year there is more reason than ever before for pictures, both the studio picture and the Kodak picture. We all deplore the necessity for the war, but we all realize too that part of the job we have cut out for us is keeping cheerful the brave boys who are fighting for us and keeping tight the bonds between camp and home.

Over in France they say that "the army lives on letters." And when those letters are illustrated with pictures from home they are doubly welcome. Portraits made in the studio, snap-shots around home, pictures of all kinds of "doings" in the home town are of vital, compelling interest to the boy in the trenches or on the high seas. They tell the story of the very people and things that he is fighting to preserve.

The government provides, clothes and munitions and food, the Red Cross is not only taking care of the wounded but is doing wonders in providing comforts for the camp. Various funds are being liberally subscribed to to provide tobacco and magazines and music and baseball.

Good work, all of it. These things help the bodily and mental comfort—but to help cure that most dread of camp diseases, homesickness, you can't beat pictures from home, and of home, of home folks and the home town. Even Towser on his hind legs

begging for a cookie will be welcomed in camp or overseas and if the honest fellow could only understand the why of it how willingly he would pose. It isn't bullets our boys dread, it's monotony. It isn't fear that makes men desert from the army, it's homesickness—other wars have proved that.

And it also works the other way around. Pictures from camp to home will make the home hearts glad—thousands of such pictures can be made without endangering any military secret, and when peace has come again will be among the veteran's most cherished possessions.

The appeal that such pictures will make, both to the soldier and to the soldier's family is so obvious that it hardly needs publicity—yet the most obvious things are often the things overlooked. And so we are dwelling on this phase of photography in practically all of our advertising for the benefit of the professional, the amateur and the dealer and admittedly for ourselves.

Hundreds of thousand are going now to the camps, to the navy and to Europe. Millions more may follow. The war is the all absorbing topic. Most of us have friends or relatives on the way to fight for democracy. All of us will have, soon. Photography means more than ever before to those at home. There is business in this for you—and it's the kind of business that will pay something more than the money profits. It means less homesickness in many a camp, a cheerful smile in many a home.

Let our cut service help you tell the story of the obvious.

## PRICE CHANGES

In the July Trade Circular the price of Artura Backing Paper in ten foot rolls (twenty inches wide) was given as ninety cents per roll. This should read ninety-five cents.

Please note also, the following advances in prices of chemicals in effect July 7th.

### KODELON

| | |
|---|---|
| 1 oz. bottle, | $ .80 |
| ¼ lb. " | 2.90 |
| ½ " " | 5.65 |
| 1 " " | 11.00 |
| 5 " " | 54.50 |

Discount, 33⅓ per cent.

### PARAMIDOPHENOL (Hydrochloride)

| | |
|---|---|
| 1 oz. bottle, | $ .80 |
| ½ lb. " | 5.65 |
| 1 lb. " | 11.00 |

Discount, 33⅓ per cent.

### EASTMAN CHEMICAL OUTFITS

List price. $ .40

Dealers' discount, 33⅓ per cent.

### BROMIDE POWDERS 10%

Per carton 4 powders, .10

Dealers' discount, 40 per cent.

We are now in a position to supply *Azo Developing Powders* at the following prices:

| | |
|---|---|
| Per carton of 12 powders, | $ .84 |
| " " " 6 " | .42 |

Dealers' discount, 40 per cent.

Dozen lots of 84 cent. or two dozen lots of 42 cent pkgs., 40 and 5%
Case lots, 40 and 10%

The following prices advanced July 11th.

### EASTMAN THERMOMETERS:

List Price $ .75

Dealers' discount 33⅓%.
Gross lots assorted 40%.

### GLASS STIRRING RODS:

| | |
|---|---|
| 8 inch | $ .07 |
| 10 inch | .12 |
| 12 inch | .18 |

Dealers' discount 50%.

### RUBBER FOCUSING CLOTH:

1 yard wide, first quality, medium weight - $ 65.

Dealers' discount 33⅓%.

| | |
|---|---|
| In Rolls 10 yds. net | $ .38 per yard |
| In Rolls 50 yds. net | .37 " " |
| In Rolls 100 yds. net | .36 " " |

The following price changes became effective July 14th.

### POTASSIUM CARBONATE:

| | |
|---|---|
| ½ lb. bottle, | $1.00 |
| 1 " " | 1.90 |

Discount, 33⅓ per cent.

### POTASSIUM BROMIDE:

| | |
|---|---|
| 1 oz. can | $ .17 |
| ¼ lb. " | .47 |
| ½ " " | .88 |
| 1 " " | 1.65 |
| 5 " tin | 8.05 |

Discount, 33⅓ per cent.

### WOOD ALCOHOL:

| | |
|---|---|
| 1 pint bottle, | $ .45 |
| 1 quart bottle, | .85 |
| 5 gallon can, | 11.60 |

Discount, 33⅓ per cent.

### ACETIC ACID 28% OR No. 8:

| | |
|---|---|
| ½ lb. bottle, | $ .20 |
| 1 " " | .33 |
| 5 " " | 1.20 |

Discount, 33⅓ per cent.

| | |
|---|---|
| 100 lb. carboy 28% | $ .10 net per lb. |
| 100 " " 80% | .23 " " " |

### GLACIAL ACETIC ACID:

| | |
|---|---|
| 1 oz. bottle, | $ .16 |
| 1 lb. " | .90 |
| 5 " " | 3.80 |

Discount, 33⅓ per cent.

### LEAD ACETATE:

| | |
|---|---|
| 1 oz. bottle, | $ .15 |
| 1 lb. carton | .60 |

Discount, 33⅓ per cent.

### FORMALDEHYDE 40%:

| | |
|---|---|
| 1 oz. bottle, | $ .11 |
| 1 lb. " | .50 |

Discount, 33⅓ per cent.

### LANTERN SLIDE FILM VARNISH:

4 oz. bottle, $ .35

Discount, 33⅓ per cent.

We are making a reduction in the selling price of the following, effective at once:

### POTASSIUM IODIDE:

| | |
|---|---|
| 1 oz. bottle, | $ .39 |
| ¼ lb. " | 1.38 |
| ½ " " | 2.68 |
| 1 " " | 5.27 |

Discount, 33⅓ per cent.

The following price changes became effective July 20th.

### OXALIC ACID:

| | |
|---|---|
| 1 oz. bottle, | $ .17 |
| ¼ lb. " | .43 |
| ½ lb. " | .80 |
| 1 lb. " | 1.50 |

Dealers' Discount, 33⅓%.

### POTASSIUM BROMIDE:

| | |
|---|---|
| 1 oz. can, | $ .19 |
| ¼ lb. " | .56 |
| ½ lb. " | 1.05 |
| 1 lb. " | 2.00 |
| 5 lb. " | 9.80 |

Dealers' Discount, 33⅓%.

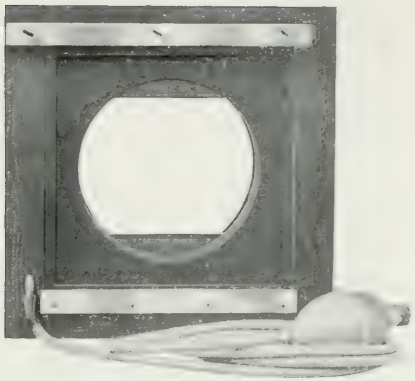
## DISCONTINUED

Owing to existing conditions we have withdrawn the Eastman Soda Scale from the market.

---

The Date is all important on the pictures of the boys that are off to war.

Sell Autographics.



## THE F. & S. STUDIO SHUTTER.

The F. & S. Studio Shutter works back of the lens and is durable and simple. The exposing mechanism consists of two parallel curtains which open laterally from, and close to the center of the shutter aperture, affording a uniform exposure.

The shutter requires no setting, and is automatic and extremely silent in action. The shutter curtains are rapidly and silently actuated by means of a rubber bulb and tubing. The rubber bulb is sufficiently large to operate the shutter with a positive action, and the tubing is protected from injury by a closely braided outer casing, which also obviates kinking and expansion of the tubing. Extra tubing is supplied in 6-ft. lengths, which can be quickly coupled together to any required length.

A slight pressure on the rubber bulb causes the shutter to silently open, and the removal of the pressure causes equally silent closure.

The F. & S. Studio Shutter neatly fits the lens board aperture of the camera, and is provided with a removable lens board. By means of extra shutter lens boards different lenses can be interchangeably used with one shutter.

The shutter is very substantially made, with front and lens board finished in polished mahogany.

When making "time exposures" the plug is removed from the bulb vent, which is then covered by the thumb or finger as pressure is applied to the bulb to open the shutter. When the shutter is fully open the thumb or finger is removed from the vent, causing the shutter to remain open. At the termination of the required exposure, the bulb is collapsed with the vent open, which is then immediately closed with the thumb or finger, and, as pressure on the bulb is released the shutter is closed by the suction of the expanding bulb. The same action may be obtained by using the wooden vent plug instead of the thumb or finger, when making "time exposures".

The F. & S. Shutter is made for Century and F. & S. Cameras only.

| | Outside Size Inches | Opening Inches | Price |
|---|---|---|---|
| **F. & S. Studio Shutter No. 1** | | | |
| For No. 2 Home Portrait Camera and 8x10 Commercial Camera | 7 x 7 | 4 | $11.00 |
| **F. & S. Studio Shutter No. 2** | | | |
| For 8 x 10 Studio Cameras | 9 x 9 | 5 | 13.00 |
| **F. & S. Studio Shutter No. 3** | | | |
| For 11 x 14 Studio Cameras | 10 x 10 | 5 | 13.00 |

## STOLEN

From garage in Elizabeth, N. J., No. 3A F. P. K. No. 444573, F.7.7 Lens. Owner A. L. Hubbard, First Nat. Bank, South Bend, Ind.

No. 3A Autographic Brownie No. 12317, V. P. K. Autographic, No. 592062, from Devereaux Drug Company, Edmond, Okla.

## WAR PRICES

*—August Studio Light*

There are two reasons for raising prices—necessity and opportunity. The first is always valid—the second may be, under some circumstances.

Taking advantage of war time opportunities is, in our opinion, unfair and perhaps, in the long run, bad business. The public, as a rule, does not know whether the producer has advanced his prices from necessity or from opportunity. In many cases he may have been influenced by a combination of both.

The photographic trade has been fortunate in the fact that in the most important item, paper, there has been no advance at all, and that in the next most important item, plates, the net advance has been but slight.

The chemical situation would have been funny if it had not been so serious—or perhaps the real word is aggravating. At the outset of the war all America was tremendously dependent upon Germany and France for photographic chemicals, To make the goods to which the photographic public had become accustomed was not as easy a task as it would seem to be to the uninitiated. The raw products themselves had been almost cornered for war purposes. On the other hand, a really big shipment of chemicals would be shipped over to the United States once in a while, and prices played around like a kitten with a ball of string. Necessity made everybody put up prices and sometimes a quirk in the market made those prices look absurd.

In papers, however, the situation was different. Cost of raw materials went up—not several thousand per cent. over night, however—and have kept the manufacturer busy in keeping his final costs down to a point where he could still continue to sell at before-the-war prices. If we had been told in August, 1914, that the war was to last three years or more and that the world markets were to be tied up as they have been, that labor was to go up as it has gone up and that we would still be selling Azo at the old price in August, 1917, our answer would have been: "Impossible."

But we have thus far done it, partly by sacrificing a portion of our profits and partly because increased business has helped to keep down that manufacturer's nightmare "overhead." With bar silver at 80 cents an ounce, with raw paper and gelatine and other important items increased in cost, with labor up 15 to 20 per cent., our task has been a difficult one. The fact that the volume of our business enables us to produce good goods economically has helped; the fact that we make a saving by making much of the raw product also helps. Many manufacturers, for instance, buy their silver nitrate. We not only make our own nitrate of silver, we make and sell hundreds of thousands of ounces of it every year. Yes, and we make the nitric acid with which silver is nitrated We even go back of that and make the sulphuric acid out of which nitric acid (in combination with nitre) is made.

Similar economies are made all along the line. A big output enables us to eliminate wasteful methods and, to a certain extent, keep down the cost of the mate-

rials that enter into our finished products. Frankly, our percentage of profit on photographic papers has been so far reduced that we can not expect to make it all up on increased volume. But there is a certain satisfaction to us in the fact that in no business, of which we know, have prices been kept down to so nearly a normal level as in the photographic line. And there is a further satisfaction in the part that our organization and our efficiently equipped plants have played in providing important staples at before-the-war prices.

What the future may hold for us, none can tell. But at least, we do not intend that photography shall lose its good record in the matter of price reasonableness. There shall be no price raising except for the one valid reason—necessity. And all the facilities at our command are to be used to avoid that necessity.

### *Editor's Note*

The foregoing editorial from *Studio Light* tells of the price situation as it affects the professional photographer. You as a dealer are interested also in the fact that the same resourcefulness that has enabled us to keep prices down to the professional has enabled us thus far to keep prices down to the amateur. Our photographic papers have not been advanced, film has not been advanced, Kodaks and Brownies and Premos are selling at before the war prices—in two or three cases at even a slight reduction.

Fortunately business has been good both here and abroad. Busy wheels, busy hands and a maximum production have helped to keep costs down and in a measure offset higher wages and a higher cost for war material.

Photography is a playing a big part in the present world drama. It shall be our effort to keep the cost of picture making within reason.

## KODAKERY

EASTMAN KODAK CO.,
Rochester, N. Y.

Last year I purchased one of your inexpensive cameras (00 Premo) and also received the magazine Kodakery. The excellent work done by that little machine was a surprise to me and I found the little magazine very helpful and instructive. I just recently purchased a 3¼ x 4¼ Speed Graphic with Graflex back and roll film holder, and think I have the finest equipment possible. I am enclosing the coupon that came with the camera and hope I may receive Kodakery for another year.

Yours truly,

Comment seems unnecessary —*Ed.*

*The parting gift—*

# *A Vest Pocket Kodak.*

It is monotony, not bullets that our soldier boys dread. At the front, they will uphold bravely the traditions that are dear to every loyal American heart. But in the training camps and during the months of forced inaction, there are going to be some tedious, home-sick days—days the Kodak can make more cheerful.

There's room for a little Vest Pocket Kodak in every soldier's and sailor's kit. The expense is small, six dollars.

RICHARD ROE & COMPANY,
1201 TRIPOD AVENUE.

# *Keep Your Kodak Busy*

"The Army lives on letters" is the way the boys at the front put it. And when those longed-for envelopes with the home town post-mark contain pictures of the home folks and home doings, they go far toward making lighter hearts and happier faces.

Keep your Kodak busy for the sake of the lads in the trenches, the boys in camp and on shipboard. Help keep tight the bonds between the home and those who are fighting for that home.

RICHARD ROE & COMPANY,
1001 TRIPOD AVENUE.

*FOR TRADE CIRCULATION ONLY.*

Eastman Kodak Company

# Trade Circular.

*"FOR YOUR INTERESTS AND OUR OWN"*

Vol. XVIII., No. 10 ROCHESTER September, 1917

## CHANGE WITHOUT NOTICE.

Now and then we have complaint from a customer that the price at which goods are billed to him is higher than it is quoted in our catalogue or some other piece of printed matter. Fortunately people are now so accustomed to the rapidly ascending prices that the argument is usually short lived. The reasonableness of such advances as we have been obliged to make are easily apparent. For the most part our newer catalogues and booklets all carry the warning that prices are "subject to change without notice" but that there may be no misunderstanding we give this general notice to the trade that such changes may be made without notice at any time.

While it has been necessary in some months to carry two or three pages of such price changes in the Kodak Trade Circular it has been a matter of great satisfaction to us that, with the exception of the comparatively slight advance in the price of plates, these advances have all been on goods that were formerly imported, on chemicals or on articles that are manufactured in comparatively small quantities and are not therefore of vital importance.

The big staples, film and paper and amateur cameras have been held at the old prices in the face of the most aggravating conditions. It does not parallel the case of the man who claimed he could afford to sell at a loss because of the fact he was doing such a large business—yet increased volume, with our constantly improving methods and facilities for manufacturing on an enormous scale, have helped to hold costs down—not to their former level but nearly enough to such level so that we have managed to keep the selling price down.

With what we believe to be pardonable pride we have had a great deal to say in the past about the effectiveness of our organization

both at Kodak Park and at the camera works. We feel that the present low prices of the more important photographic products are proof that our claims were fully justified. Through three years of stress we have been able to supply good goods, at reasonable prices. We have not withdrawn any really important item from the market. And in chemicals it has been demonstrated that certain materials were not as important as they seemed.

With more business in sight, through the war time demand for photographs, than any of us have ever seen before, and with the goods going at reasonable prices the business prospects are bright even if we do have to remember the warning "Prices subject to change without notice."

## ALL KINDS OF BUSINESS.

The present emergency means all kinds of photographic business.

John enlists or is drafted. Once in Khaki he needs but little encouragement to send him to the photographer. John is going away "somewhere." He probably isn't displaying them very much, he is a little ashamed of the fact that he is so full of sentiment, but concealed somewhere on his person or in his kit are photographs of mother or sister or sweetheart or John being for the most part still young and unattached there may be several pictures of sweethearts, past, present or prospective. Similarly he may have given the pictures of himself to somebody besides mother. John is going to be a long time in camp. It's a new world to him full of interest, he will meet new people have new experiences, encounter new scenes. If he thinks of it or is properly reminded he will take along a Kodak. Failing this he will, if he can afford it buy one after he is in camp. And what is equally likely the folks back home with John ever in mind, will, when reminded send John a Kodak. John, in time, with the good friends at home in mind and personally hating letter writing will send home prints, prints, prints.

And in time, the folks at home, knowing that brave as he is John is likely to yearn for the home folks and home scenes will get their Kodaks busy and send him prints, prints, prints—provided of course that the suggestion is made to them.

All this means more work for the professional as well as the sale of more of everything in the amateur photographic line. It means the sale of more Kodaks, more films, more paper, more albums. For these pictures are not going to be merely taken, they are going to be preserved.

We have been presenting, in our general publicity all these phases of the interest that photography holds for soldiers and sailors and the families and friends of soldiers and sailors. Business has already felt the war time demand for photographs. Stimulated by our advertising it is breaking all records. The professional photographer, as well as the amateur, is making more pictures. His pictures are important. They will be preserved *permanently*. And that means that right now is the time for the re-instatement of

Eastman Portrait Album.

the family photograph album. And so we are tying up our advertising for the professional photography to the idea: "*Preserve the Portraits of your Heroes.*" The talk is mainly about albums, the Eastman Portrait Album, but the advertisement in reality puts across the whole idea of "more pictures." The live dealer will get in on every phase of this advertising, will back it up with similar suggestions—and one of the things that he can work for is the sale of the *Eastman Portrait Album*. It is practical because it provides for the safe keeping of 87% of all the professional sizes of photographs now in vogue. The sale of the album itself provides for an attractive profit and after the album has been sold every vacant page in it will make its owner just yearn for pictures to fill it.

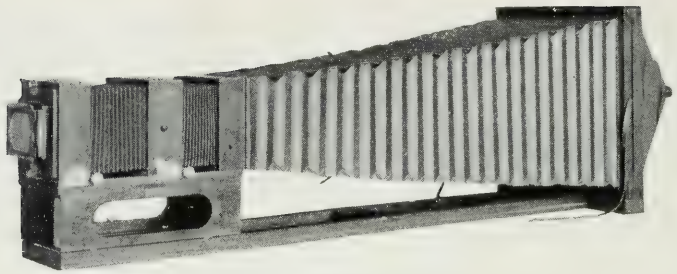
The present provides the opportunity for the logical sale of albums. The general use of albums will mean an increased appreciation of photographs—not just for the present—but for years to come.

## KINKS.

Instruct your customers, and be careful yourself, as to the handling of the cable release when closing a camera. The cable release should be coiled loosely around the shutter, and not bent at a sharp angle at any point. A sharp bend or a jamming of the cable is apt to cause a kink, which will render the release inoperative.

## THE KODAK FILM CABINET.

Dealers ordering a Kodak Film Cabinet will please bear in mind that these cabinets are shipped direct from the factory where they are manufactured, at Maywood, Ill. For this reason it is not practicable to have them included with other goods to be shipped from our Chicago Branch.

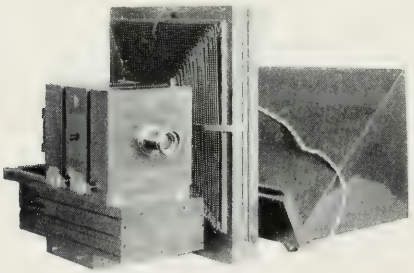


Eastman X-Ray Reducing Camera.

## NEW GOODS

### EASTMAN X-RAY REDUCING CAMERA.

The Roentgenologist finds frequent use for lantern slides and other reductions in size from his large X-Ray negatives. The Eastman X-Ray Reducing Camera is remarkably compact and efficient for this work. Equipment



Folded for Storage.

includes Century Lantern Slide Camera fitted with both 5 x 7 and lantern slide back and Kodak Anastigmat lens, f.7.7. The illuminator is fitted with 100 watt, Bowl Frosted Tip, Tungsten Lamp, 110 volts, and Kits for 14 x 17, 11 x 14, 10 x 12, 8 x 10, 6½ x 8½ and 5 x 7 plates.

The Price, $100.00.
Discount to the trade, 33⅓%.

### KODALAK NO. 4 BRUSH.

This lacquer is manufactured with particular reference to the requirements of dealers' repair departments for the refinishing of metal parts.

Kodalak No. 4 Brush, per 8 ounce bottle, - - - - - $ .60
Discount to the trade, 33⅓%.

### EASTMAN MARGIN GAUGE.

This gauge provides a simple and accurate means for the trimming of prints with margins of any desired width. It is is designed for use with the Eastman Metal Trimmers, 15-inch and 20-inch.

The Price, - - - - $2.25
Discount to the trade, 33⅓%.

## "KODAKERY"

helps to sell the goods—

Get the name on the dotted line with *every* amateur camera sale.

## PRICE CHANGES.

Please note the following price changes now in effect:

### KODAK DRY MOUNTING TISSUE.

| Sizes | Pkg. | Price Per Pkg. | Price Per Gross |
|---|---|---|---|
| 1⅝x2½ | 3 doz. | $ .10 | $ .25 |
| 2¼x3¼ | 3 " | .10 | .25 |
| 2½x4¼ | 3 " | .10 | .30 |
| 2⅝x4⅞ | 3 " | .10 | .30 |
| 3½x3½ | 3 " | .10 | .30 |
| 3¼x4¼ | 3 " | .10 | .30 |
| 3¼x5½ | 2 " | .10 | .50 |
| 3⅞x5½ Cabinet | 2 " | .10 | .50 |
| 4 x5 | 2 " | .10 | .50 |
| 4 x6 | 1 " | .10 | .75 |
| 4¼x6½ | 1 " | .10 | .75 |
| 5 x7 | 1 " | .10 | 1.00 |
| 5 x8 | 1 " | .10 | 1.00 |
| 3½x12 | 1 " | .10 | 1.00 |
| 5½x7¾ | 1 " | .10 | 1.00 |
| 6 x8 | 1 " | .15 | 1.50 |
| 6½x8½ | 1 " | .15 | 1.50 |
| 7 x9 | 1 " | .15 | 1.50 |
| 7½x9½ | 1 " | .20 | 1.90 |
| 8 x10 | 1 " | .20 | 1.90 |
| 10 x12 | 1 " | .30 | 3.10 |
| 11 x14 | 1 " | .40 | 3.75 |
| 12 x15 | 1 " | .45 | 4.40 |
| 14 x17 | 1 " | .55 | 5.60 |
| 16 x20 | 1 " | .75 | 7.50 |
| 17 x20 | 1 " | .80 | 8.10 |
| 18 x22 | 1 " | .95 | 9.40 |
| 5 yards, 20 inches wide, per roll | | | .80 |

Special sizes supplied at approximately proportionate rates.

Dealers' discount 25%.

### FERROTYPE PLATES.

| | | |
|---|---|---|
| 10x14 Ferrotype Plates, light | - | $ .20 |
| 10x14 " " heavy | - | .30 |
| 14x20 " " heavy | - | .65 |
| 18x24 " " heavy | - | 1.00 |

Dealers' Discount 25%.

In case lots, 100 sheets heavy or 200 sheets light and 60 sheets, 18x24, heavy, 40%.

### EASTMAN HARD RUBBER PRINT PADDLE:

| | | |
|---|---|---|
| Per dozen | - | $4.00 |
| " ½ " | - | 2.00 |

Dealers' Discount 33⅓%.

| | | |
|---|---|---|
| HYDROMETERS | - | $ .60 |
| Do., without glass jar | - | .30 |

Dealers' Discount 33⅓%.

In dozen lots 33⅓ and 10%.

### EASTMAN TESTED HYDROMETER

$1.00

Dealers' Discount 33⅓%.

In gross lots, 33⅓ and 10%.

### RETOUCHING OR MAGNIFYING GLASSES:

| | | |
|---|---|---|
| 2 inch | - | $ .75 |
| 2½ inch | - | 1.00 |
| 3 inch | - | 1.25 |
| 3½ inch | - | 1.75 |
| 4 inch | - | 2.25 |
| 4½ inch | - | 2.50 |

Dealers' Discount 33⅓%.

### R. O. C. MOULDED TUMBLER GRADUATES:

| | | |
|---|---|---|
| 2 ounce | - | $ .12 |
| 4 ounce | - | .17 |
| 8 ounce | - | .23 |
| 16 ounce | - | .35 |
| 24 ounce | - | .60 |
| 32 ounce | - | .70 |

Dealers' Discount 40%.

Orders for one gross or more of a size will be filled at the following prices:

| | | |
|---|---|---|
| 2 ounce | - | $ 8.00 net |
| 4 ounce | - | 10.50 " |
| 8 ounce | - | 13.00 " |
| 16 ounce | - | 24.50 " |
| 24 ounce | - | 35.50 " |
| 32 ounce | - | 39.50 " |

### WRATTEN & WAINWRIGHT FILTERS—Mounted Circles in Light Metal Cells in B Glass.

| | | |
|---|---|---|
| ¾ inch | - | $1.60 |
| 1 inch | - | 1.70 |
| 1¼ inch | - | 1.90 |
| 1½ inch | - | 2.10 |
| 1⅝ inch | - | 2.20 |
| 1¾ inch | - | 2.30 |
| 2 inch | - | 2.80 |
| 2⅛ inch | - | 3.00 |
| 2½ inch | - | 4.00 |

Larger sizes will be made special only and quotations will be given on request.

Dealers' Discount 33⅓%.

**WRATTEN "M" FILTERS IN SETS OF 9:**

| | |
|---|---|
| 2 inches square, Gelatine Film, | $ 2.50 |
| 2 inches cemented in "C" glass in leather case - - | 12.00 |
| 4 inches, cemented in "C" glass in leather case - - | 30.00 |

Dealers' Discount 33⅓%.

**MAGNESIUM POWDERED**

| | |
|---|---|
| 1-oz. bottle, - - | $ .50 |
| ¼-lb. " - - | 1.80 |
| ½-lb. " - - | 3.52 |
| 1-lb. " - - | 6.90 |

Dealers' discount, 33⅓%

**POTASSIUM IODIDE**

| | |
|---|---|
| 1-oz. bottle, - - | $ .36 |
| ¼-lb. " - - | 1.27 |
| ½-lb. " - - | 2.45 |
| 1-lb. " - - | 4.80 |

Dealers' discount, 33⅓%

## AN EXTREME CASE.

The letter we reproduced last month wherein a Kodakery subscriber told about how his first camera had been a 75 cent No. 00 Premo, and how within the year he had come along so fast that he had invested in a $75.00 Graphic outfit, was admittedly an extreme case.

And here is another one: a "subscriber" writes as follows:

> Enclosed please find coupons for which please send me "Kodakery" *for three years*. If possible kindly start with March 1917 number so that I can complete my files. Could I buy the January, February and March 1916, numbers?
>
> I have just bought three specials and hope to have lots of good pictures from them.
>
> Hoping to hear from you in regard to the above by return mail, I am
>
> Yours truly

This subscriber to Kodakery purchased a Vest Pocket Special, a 1A Special and a 3A Special all at one time. He wanted us to date back his subscription to March "to complete his file," and asked for three numbers back in 1916. Needless to say he got them.

Can there be any doubt about the value of Kodakery to *you* Mr. Dealer? These are extreme cases, of course, but the next letter shows a man who graduated from a No. 00 Premo to a No. 2 Brownie, the next letter on the file, encloses the money for a renewal and says "I have them all up to July and have them bound annually."

The next renewal is for a No. 12 Premo and the next is from No. 2 Folding Brownie to a No. 1 Jr. Kodak with an R. R. lens, while the next is from a 3A Special Kodak to a 3A Graflex, while the very next in order is from a No. 2 Brownie to a 3A Kodak.

And so they go. But these letters mean more than new camera business. They mean that these Kodakery readers have been kept interested, have necessarily used films and paper and chemicals and albums and a thousand and one sundries.

When you fail to get the name on the dotted line you are throwing away profit—real money.

## *For the returned Vacationist:*

Bromide Enlarging Cameras.

Velox Transparent Water Color Stamps.

Albums.

## KODAK ADVERTISING

Our clipping bureau service shows us that more and more Kodak dealers are advertising in their local papers. We are also pleased to note that more attention is being paid to selling arguments and to the typographical arrangements of the advertisements—and to the hooking up with our national advertising in the magazines. But—we still find some dealers advertising *Eastman* Kodaks. Now, if you will but stop to think a moment, you will clearly see that such advertising is directly against the dealer's best interests—to say nothing of our own—because it implies that *there are Kodaks other than those manufactured by the Eastman Kodak Company.*

We have spent millions in advertising *Kodak*, and in familiarizing the buying public with the phrase "If it isn't an Eastman, it isn't a Kodak." So why make a *negative* use of all this advertising that has been done, and is being done for you. Advertise *Kodaks* and make use of the phrase "If it isn't an Eastman, it isn't a Kodak"—that conveys the correct impression.

Another thing: There are cameras manufactured by the Eastman Kodak Company that are *not* Kodaks, such as the Brownie, Premo and Graflex cameras—so do not advertise Brownie Kodaks, Premo Kodaks or Graflex Kodaks. For the same reason, it is not advisable to advertise Kodaks from seventy-five cents to seventy-seven dollars, because the lowest priced *Kodak* lists at six dollars. Advertise Brownie cameras so much, Premo cameras so much, Graflex cameras so much and *Kodaks* so much—never connect the word "*Kodak*" with any other camera other than those listed by us as *Kodaks*.

In your advertising do not advertise *Kodaks* and then run a cut of a Brownie or Premo camera to illustrate the advertisement. Ask to see a proof of your advertisement before it is run so that you may correct any errors, such as spelling, the misspelling "Kodack" or the running of a wrong cut or the placing of a cut upside down. We have seen quite a number of instances where the cut of the Vest Pocket Kodak has been inverted because the compositor has evidently mistaken the leg of the camera for a "sight" of some sort. Advertise "*Kodaks*", not *Eastman* Kodaks: check your proofs carefully for errors and so get the full value of the space you pay for.

Look over our cut sheet, and if you have not already done so, order some of the new cuts made especially for newspaper work, and which will connect your local advertising with our national publicity.

Our Service Department will, if you like, criticise any of your advertising, or will prepare your "copy" for you. We are just as anxious as you are to have you get the most from every dollar you invest in advertising.

## STOLEN.

3A F. P. K. No. 421044 from John Andritzanos 1522 5th Ave., Pittsburgh, Pa. 3A F. P. K. No. 124423 from H. L. McEschern, Mooringsport, La.

# Kodak in Camp

From reveille to taps, each hour will bring something new into the life of every young soldier. New surroundings, new habits, new faces, and new friendships will make for him a new world—a world full of interest to him *to-day* and and a world upon which he will often dwell in memory when peace has come again.

And this new world of his offers Kodak opportunities that will relieve the tedium of camp routine at the time and will afterward provide what will be to him and his friends the most interesting of all books—his Kodak album.

The parting gift, a Kodak. Let us show you.

RICHARD ROE & COMPANY.

*FOR TRADE CIRCULATION ONLY.*

Eastman Kodak Company

# Trade Circular.

*"FOR YOUR INTERESTS AND OUR OWN"*

Vol. XVIII., No. 11 ROCHESTER October, 1917

## THE OBVIOUS GIFT

When some unsuspecting customer comes in for his prints, just slip some of them into the pocket of *The Pocketfoto* and show him how convenient it will be for his soldier or sailor friend, to carry Kodak prints from home.

Presents of this kind are now in great demand as soldier gifts. How about your stock of Pocketfotos? You ought to be able to make a quick turnover.

## IMITATION LEATHER CARRYING CASES

We can now supply Imitation Leather Carrying Cases for use with the Juniors and regular model Kodaks, these cases were annouced in the 1917 Kodak Catalogue and Condensed Price List but we were not, at that time, in a position to make a big noise about them.

There are a good many cases where the cost of leather will stand in the way of a sale and the Imitation Leather offers the opportunity to close, in practically every one of these instances.

The Imitation Leather Cases are supplied only in black; are fully as durable as leather and cost much less. Here is a wartime product that bids fair to be a wonderful seller.

PRICES

| | |
|---|---|
| Imitation Leather Carrying Cases: For No. 1 and No. 1A Autographic Kodaks Junior, - - | $1.75 |
| For No. 2C Autographic Kodak Junior, - - - - - | 2.00 |
| For No. 1A Autographic Kodak, | 1.75 |
| For No. 3 Autographic Kodak - | 2.00 |
| For No. 3A Autographic Kodak, | 2.25 |

Discount, 33⅓%.

## DISCONTINUED

Owing to existing conditions we have withdrawn Eastman Focusing Curtains from the market.

## PRICE CHANGES

Please note the following advances in prices and the dates on which they became effective.

### SILK BOLTING CLOTH
**August 24th**

| | Inches Wide | Per Yard | Sheet 18x20 inches |
|---|---|---|---|
| No. 1—Fine Mesh | 40 | $9.50 | $3.00 |
| No. 2—Medium Mesh | 40 | 8.50 | 2.80 |
| No. 3—Coarse Mesh | 40 | 8.00 | 2.65 |

Discount 25%.

On orders for less than one yard (except the 18 x 20 sheets) add 25 cents to cover cost of packing.

### FINE GROUND GLASS
**August 30th**

| | | | |
|---|---|---|---|
| 4 x 5 | $.25 | 8 x 10 | $ .55 |
| 5 x 7 | .30 | 11 x 14 | 1.00 |
| 5 x 8 | .35 | 14 x 17 | 2.50 |
| 6½ x 8½ | .45 | 18 x 22 | 3.25 |

Discount 40%.

### VELOX PRINTING CABINET
**August 30th**

VELOX PRINTING CABINET (not including Swivel Printing Frame) Net $150.00.

### VELOX LIQUID N. A. DEVELOPER
**August 31st**

We are now in a position to continue the supply of Velox Liquid N. A. Developer in all sizes. Prices are as follows:

| | |
|---|---|
| 4 oz. bottle, | $ .28 |
| 16 oz. bottle, | .84 |

Discount 30%.
In doz. lots of one size 35%.
In Case lots 40%.

| | |
|---|---|
| Half gal. bottle, | $2.24 |

Discount 25%.

| | |
|---|---|
| 5 gal. jug, | $17.50 |

Discount 33-1/3%.

### TUBING
**Sept. 7th**

| | |
|---|---|
| Red, per foot, | $ .08 |
| White, per foot, | .07 |
| Black, per foot, | .08 |
| White, one-half inch, per foot, | .25 |

Discount 33-1/3%.

PRICE CHANGES—Continued

### RETOUCHING OR MAGNIFYING GLASSES, Sept. 11th

| | |
|---|---|
| 2 inch | $1.15 |
| 2½ " | 1.25 |
| 3 " | 1.50 |
| 3½ " | 2.00 |
| 4 " | 2.50 |
| 4½ " | 3.00 |

Discount 33-1/3%.

### EASTMAN FILTER COTTON
**Sept. 14th**

| | |
|---|---|
| 1 oz. pkg. | $ .12 |
| 2 " " | .22 |
| 4 " " | .40 |
| 8 " " | .70 |
| 1 lb. " | 1.15 |

Discount 40%.
10 lbs. or more assorted 50%.

### KODAK LEATHER DRESSING
**Sept. 24th**

| | |
|---|---|
| 1 pint can, | $.50 |

Discount 33⅓%.

## JUST A PERSONAL WORD.

Wherever we have been able to have a personal chat with the store proprietor or manager, the number of "Kodakery" subscriptions sent in has increased materially. Much as we should like to, meeting you all in person is out of the question, but won't you just consider these few words regarding "Kodakery" as a personal chat with you.

"Kodakery" was started with a big idea behind it—to be a real help to you and to us. We didn't just say "Let us start a magazine," and then get the first issue out the next week. We took a whole lot of time in selecting its editorial staff—in obtaining the men who knew photography, and who could tell what they knew in language the nontechnical amateur could understand. We had to plan a long ways ahead to provide sufficient good material and illustrations so that each successive

issue would measure up to, or excel, the high standard we had set.

Now, no man is one-half as much interested in the other side of a fellow's proposition as he is in his own side, so let us forget our side of the "Kodakery" proposition and look at it from your view-point only.

"Kodakery" reaches the great majority of its readers when they have just come into possession of their first camera—just when their enthusiasm is at high pitch—just when they want and need instruction—and just when they want to ask the most questions.

What does "Kodakery" do for you—the dealer? It helps the beginner over the first uneven places; it leads him to read his manual of instructions carefully and thoroughly; it inspires him to renewed efforts through the excellence of its illustrations and the helpfulness of its text. It saves hours of your time in answering questions, and monthly it calls to his attention the various sundries in your stock and the newest things from the factory. "Kodakery" is an enthusiasm creator and sustainer; it is a sales booster and time-saver for you. With all these points in *your* favor, can you afford to have an amateur camera sale considered complete until the "Kodakery" subscription blank is filled out and mailed to us? Send 'em in—we will "do the rest."

## REWARD OFFERED

The following Kodaks and cameras with lens equipment were stolen from our store between 9:30 P. M. Wednesday, August 15th, and 8:00 A. M. Thursday, August 16th.

| | | |
|---|---|---|
| 1 | No. 0 Folmer and Schwing Graphic Camera with B. & L. Kodak Anastigmat Lens with Carrying Case. . . List | $40.00 |
| 1 | Auto Graflex Junior, 2¼x3¼, No. 39536, with Kodak Zeiss Lens. . . . . List | 53.50 |
| 1 | Folmer and Schwing Compact Graflex, 3¼x5½, No. 48084 Bausch and Lomb I-C Tessar Lens, f/4:5, No. 2448465, with Cartridge Roll Holder. List | 129.00 |
| 1 | Auto Graflex, 3¼x4¼, No. 52918, with I-C Bausch & Lomb Zeiss Tessar Lens, f/4:5, No. 2459667. . . . . List | 85.00 |
| 1 | Goerz Vest Pocket Speedox Camera, No. 397, with Goerz Dagor Lens, f/6:3. . . List | 52.00 |
| 1 | No. 3-A F. P. Kodak Special (Old Model), No. 20468, with Cooke Kodak Anastigmat Lens, f/6:3 and Compound Shutter. . . . . List | 46.00 |
| 1 | No. 3-A F. P. Kodak Autographic, Kodak, Automatic Shutter and f/7:7 Lens, No. 457922. . . . . List | 30.00 |
| 1 | No. 1 Special Autographic Folding Pocket Kodak, No. 10701, with Bausch and Lomb Anastigmat Lens, No. 2601255. . . . . List | 36.00 |
| 1 | No. 3-A Folding Pocket Kodak, Kodak Automatic Shutter and R. R. Lens. No. 381095. . . . . List | 25.00 |
| 1 | 2-A Folding Autographic Brownie Camera, single lens, No. 2423.. . . . . List | 8.00 |
| 1 | Pocket Premo C, 3¼x4¼ Camera, No. 5591. . . . List | 12.00 |
| 1 | No.12 Premo Camera, 2¼x3¼, R. R. Lens, No. 1795. List | 15.00 |
| 1 | No. 1-A Six Three Folding Pocket Kodak, No. 78586, with Cooke Kodak Anastigmat Lens. . . . . List | 37.00 |

Any information concerning these goods will be appreciated and a reward of ($50.00) Dollars will be paid for arrest leading to conviction of anyone interested in the theft.

BUFFALO PHOTO MATERIAL CO., Inc.
15 Niagara St. Buffalo, N. Y.

THE MERIDAN CALENDAR
1918

## THE MERIDIAN CALENDAR

There is no prettier custom at the Holiday Season, than that of supplementing the other gifts and remembrances with the calendar of the year, containing intimate home pictures. Such calendars do their bit to help promote the sales of photographic goods and dealers realize this more than ever. What amateur does not glow with pardonable pride when he sees a particularly choice picture he has made, in one of these calendars. It's easy to convince him when he gets his prints.

The Meridian Calendar offered this year is unusually distinctive in quality and design. It is made on the slip-in principle, in two colors—gray and brown. The top flap is designed and tinted to give a pleasing contrast with the support or back board, and together it has the appearance of neatness and good taste. Particularly clever, is the placing of the pad on the back board. Here, it is inconspicuous beneath the flap on which is neatly printed—"Calendar of the year."

We say it again, as we have in the past, get your orders in early. Every year there are a lot of dealers disappointed because their orders were not placed early. Don't be one of them.

### Prices

#### FOR HORIZONTAL PRINTS

| No. | For Prints | Size Outside | Price Per 100 |
|---|---|---|---|
| O H | 1⅝x2½ | 4¼x6⅛ | $ 8.00 |
| 1 H | 2¼x3¼ | 5¼x7⅛ | 9.00 |
| 1 A H | 2½x4¼ | 6½x7⅝ | 10.00 |
| 2 C H | 2⅞x4⅞ | 7 x8 | 10.00 |
| 3 H | 3¼x4¼ | 6⅝x8⅝ | 10.00 |
| 3 A H | 3¼x5½ | 7¾x8¾ | 12.00 |

#### FOR VERTICAL PRINTS

| | For Prints | Size Outside | Price Per 100 |
|---|---|---|---|
| O V | 1⅝x2½ | 3⅜x7¼ | 8.00 |
| 1 V | 2¼x3¼ | 4 x8¼ | 9.00 |
| 1 A V | 2½x4¼ | 4⅜x9¼ | 10.00 |
| 2 C V | 2⅞x4⅞ | 4¾x10 | 10.00 |
| 3 V | 3¼x4¼ | 5¼x9⅛ | 10.00 |
| 3 A V | 3¼x5½ | 5⅛x10½ | 12.00 |

Discount 33⅓ %.

In lots of less than 100 the same price will apply as in lots of 100.

**EXTRA PADS will be supplied as follows:**

| | | | | Price Per 100 |
|---|---|---|---|---|
| A | White | 1 x1¼ | Plain | $ .45 |
| B | India | 1 x1¼ | " | .45 |
| C | White | 1¼x1⅝ | " | .50 |
| D | India | 1¼x1⅝ | " | .50 |
| E | White | 1¼x1⅝ | Caped | .90 |
| F | White | 1½x1⅞ | " | 1.00 |
| G | White | 1⅜x2½ | " | 1.15 |

Discount 33⅓ %.

In lots of less than 100 the same price will apply as in lots of 100.

The first four, A, B, C and D are for last year's Olympic Calendars.

E, F and G are for any of the older style calendars.

## GREETINGS FOLDER.

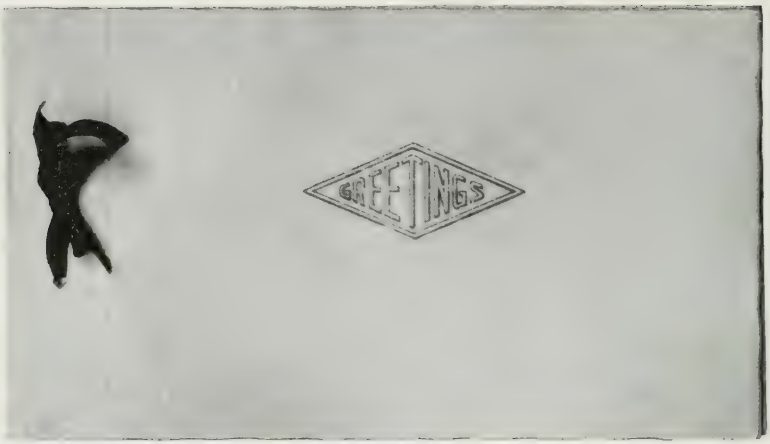
The Snap Shot Greetings Folder is going to be a big seller. It offers a convenient, neat way of sending loose Kodak prints to the soldier or sailor boys and this feature alone should enable you to sell a lot of them. The folder is furnished only in one color—buff and the following prices include the envelopes for mailing.

#### PRICES

| No. | For Prints | Price Per 100 |
|---|---|---|
| 0 | 1⅝ x 2½ | $ 9.00 |
| 1 | 2¼ x 3¼ | 10.00 |
| 1-A | 2½ x 4¼ | 10.00 |
| 2-C | 2⅞ x 4⅞ | 11.00 |
| 3 | 3¼ x 4¼ | 11.00 |
| 3-A | 3¼ x 5½ | 12.00 |

Discount, 33⅓ %.

Orders will be accepted for lots of less than 100 at the same proportionate price.




THE SNAP SHOT GREETINGS FOLDER.

## FOR WHAT IT'S WORTH

Here is a suggestion which passed from somebody's chauffeur to somebody else's chauffeur and finally reached the desk of the Editor of the *Kodak Trade Circular*. It aroused his curiosity to the extent that he felt it worth while to pass on to you, to accept or reject it as your judgment dictates.

This is what chauffeur No. 2 said to his boss: "If you break those — lenses, (in his automobile) don't buy any new ones, as all you have to do is to dip the ordinary bulbs in Eastman Ground Glass substitute and they will comply with the law."

Now, we are sure chauffeur No. 2 is not a lawyer, but he may be right and perhaps it does comply with the law, frankly we do not know. Perhaps *your* State Automobile Laws will permit it. It's worth trying. We do know that an electric bulb coated with Eastman Ground Glass Substitute, gives a soft, mellow light that appears to have no glare.

The best way to coat a bulb is to hold it in a vertical position (socket down) and pour a small quantity (enough to cover) of Eastman Ground Glass Substitute over the bulb at the tip. It will dry in a few seconds. If you want to leave any part of the bulb clear, first coat that part with paraffin, apply the Ground Glass Substitute, afterward removing the paraffin.

If the suggestion works with you and your laws as well, pass it on.

There are no headlight laws for the home, but the housewife doesn't like glare either.

## RIGHT TO A HAIR.

A little puff of smoke over on the mountain side is all that is necessary to reveal the location of a hidden battery. The range finder gets the range to a hair, just as the Kodak Range Finder gets the focus for the 1A and 3A *Specials*, more accurately than it can be estimated.

## SLIPPING BY

The days are slipping by mighty fast and almost before you realize it, November 1st will be here marking the close of the 1917 Kodak Advertising Competition.

Make a final effort to get your customers interested in the generous distribution of the $3000.00 in cash prizes. It's worth your efforts and theirs too, not forgetting the quantities of good pictures that are bought each year for good money, that are worthy of being called advertising pictures.

Now is the time to take it up. Next month will be too late.

## CAMERAS FOR SOLDIERS.

We are occasionally receiving inquiries as to what extent it is permissible for soldiers to carry cameras. The Committee on Public Information, of which Mr. George Creel is Chairman, has informed us that soldiers may take cameras with them, but are not allowed to carry them in actual service at the front. No restrictions are named on size and weight.

We assume from this ruling that soldiers will be allowed the free use of their cameras while in camp in this country and over-seas, but will not be allowed to carry them into the trenches. And, while the above letter does not actually say so, we presume also that there will be certain restrictions as to the photographing of fortifications and the like. It seems, however, to be the general and reasonable policy of the Government to let the soldiers get as much out of photography as they can without endangering any military secrets.

## WATERPROOFING PHOTOGRAPHS

A great number of uses can be made of a practical method of waterproofing prints, one of which might be the waterproofing of prints which are to be sent to the soldiers in camp or in the trenches. The soldier and his belongings may have any number of drenchings but if the photographs he carries are waterproofed they will not be injured.

The very fine transparent lacquer produced by Kodalak W. P., has been found to protect both the surface and the back of the prints and in no way injures the print. The lacquer being so thin and transparent as to produce no perceptible change in tone or the nature of the surface.

Let it be known that you have something that is really effective in water proofing prints and there should be a ready demand for it, among those who are making a practice of sending prints to their soldier or sailor boys.

PRICE

Kodalak W. P. (16 oz. bottle) $1.00
Discount, 33⅓%.

## CIRKUT PAPER IN ROLLS.

In making up the long rolls of paper for Cirkut Camera Prints, such as the 100 feet rolls, it is sometimes necessary to cut the paper before the end of the roll is reached. As cutting the paper might cause the loss of one print out of a roll, three extra feet are added to such rolls which should in all cases make up for any loss. The customer gets full measure.

# *Pictures from Home*

Pictures of the life he left behind him will put cheer in the life he is leading now.

Keep your Kodak busy—he *needs* the pictures.

Kodaks from $6.00 up.

RICHARD ROE & COMPANY,
1001 TRIPOD AVENUE.

Double Column Cut—125-A

Triple Column Cut—126-A

*FOR TRADE CIRCULATION ONLY*

Eastman Kodak Company

# Trade Circular.

*"FOR YOUR INTERESTS AND OUR OWN"*

Vol. XVIII., No. 12 ROCHESTER November, 1917

## Advances in Price, Effective at Once.

### KODAKS AND BROWNIES

| | |
|---|---|
| Vest Pocket Autographic Kodak | $ 7.00 |
| Vest Pocket Autographic Kodak Special, with Kodak Anastigmat lens, f.7.7 | 12.00 |
| Do., with Kodak Anastigmat lens, f.6.9 | 20.00 |
| Do., with Bausch & Lomb Kodak Anastigmat lens, f.6.9 | 25.00 |
| No. 1 Autographic Kodak Jr. (Fixed Focus) | 11.00 |
| Do., Focusing Model, with scale | 11.00 |
| Do., with Rapid Rectilinear lens | 12.50 |
| Do., with Kodak Anastigmat lens, f.7.7, and Kodak Ball Bearing Shutter, No. 1 | 17.00 |
| No. 1A Autographic Kodak Jr. (Fixed Focus) | 13.00 |
| Do., Focusing Model, with scale | 13.00 |
| Do., with Rapid Rectilinear lens | 15.00 |
| Do., with Kodak Anastigmat lens, f.7.7 | 20.00 |
| No. 2C Autographic Kodak Jr. | 15.00 |
| Do., with Rapid Rectilinear lens | 17.00 |
| Do., with Kodak Anastigmat lens, f.7.7 | 22.00 |
| No. 1A Autographic Kodak | 18.00 |
| Do., with Kodak Anastigmat lens, f.7.7 | 23.00 |
| No. 3 Autographic Kodak | 19.00 |
| Do., with Kodak Anastigmat lens, f.7.7, and Kodak Ball Bearing Shutter | 24.00 |
| No. 3A Autographic Kodak | 22.50 |
| Do., with Kodak Anastigmat lens, f.7.7, and Kodak Ball Bearing Shutter | 27.50 |
| No. 1 Autographic Kodak Special with Kodak Anastigmat lens, f.6.3, and Optimo Shutter | 45.00 |
| Do., with Bausch & Lomb Kodak Anastigmat, f.6.3 lens | 50.00 |
| Do., with Bausch & Lomb Special Anastigmat lens, f.6.3 | 41.00 |
| Do., with Bausch & Lomb Tessar lens, Series IIb, f.6.3 | 60.00 |
| Do., with Bausch & Lomb Tessar lens, Series Ic, f.4.5 | 62.00 |
| No. 1A Autographic Kodak Special, with Kodak Anastigmat lens, f.6.3, and Optimo Shutter | 50.00 |
| Do., with Bausch & Lomb Kodak Anastigmat, f.6.3 lens | 55.00 |
| Do., with Bausch & Lomb Tessar lens, Series IIb, f.6.3 | 65.00 |
| No. 3 Autographic Kodak Special with Kodak Anastigmat lens, f.6.3, and Optimo Shutter | 50.00 |
| Do., with Bausch & Lomb Kodak Anastigmat, f.6.3 lens | 55.00 |
| Do., with Bausch & Lomb Tessar lens, Series IIb, f.6.3 | 65.00 |
| No. 3A Autographic Kodak Special with Kodak Anastigmat, f.6.3 lens, and Optimo Shutter | 60.00 |
| Do., with Bausch & Lomb Kodak Anastigmat, f.6.3 lens | 72.50 |
| Do., with Bausch & Lomb Tessar lens, Series IIb, f.6.3 | 85.00 |
| Stereo Kodak, Model 1, with Kodak Anastigmat, f.7.7 lenses and Double Valve Stereo Automatic Shutter | 50.00 |
| No. 1 Panoram Kodak | 13.50 |
| No. 4 Panoram Kodak | 22.50 |
| No. 0 Brownie Camera | 1.75 |
| No. 2 Brownie Camera | 2.50 |
| No. 2A Brownie Camera | 3.50 |
| No. 3 Brownie Camera | 4.50 |
| No. 2C Brownie Camera | 4.50 |
| No. 2 Folding Autographic Brownie | 7.50 |
| Do., with Rapid Rectilinear lens | 9.00 |
| No. 2A Folding Autographic Brownie | 9.00 |
| Do., with Rapid Rectilinear lens | 11.00 |
| No. 2C Folding Autographic Brownie | 11.00 |
| Do., with Rapid Rectilinear lens | 13.00 |
| No. 3A Folding Autographic Brownie | 12.00 |
| Do., with Rapid Rectilinear lens | 14.00 |
| Vest Pocket Kodak Enlarging Camera | 2.50 |
| No. 2 Brownie Post Card Enlarging Camera | 2.50 |

No. 2 Brownie Enlarging Camera..... 3.00
No. 3 Brownie Enlarging Camera..... 4.00
No. 4 Brownie Enlarging Camera..... 4.50
Kodak Box No. 2 ..... 5.00
*Discount 33⅓%.*

## KODAK AND BROWNIE CARRYING CASES

No. 0 Brownie .....$ .75
No. 2 Brownie ..... 1.00
No. 2C Brownie ..... 1.25
No. 3 Brownie ..... 1.25
No. 3A Folding Autographic Brownie.. 1.25
No. 1 Autographic Kodak Jr..... 2.75
No. 1A Autographic Kodak Jr..... 3.00
No. 2C Autographic Kodak Jr..... 3.00
No. 1A Autographic Kodak..... 3.00
No. 3 Autographic Kodak ..... 3.00
No. 1 Autographic Kodak Jr., imitation leather ..... 2.00
No. 1A Autographic Kodak Jr., imitation leather ..... 2.00
No. 2C Autographic Kodak Jr., imitation leather ..... 2.25
No. 1A Autographic Kodak, imitation leather ..... 2.00
No. 3 Autographic Kodak, imitation leather ..... 2.25
No. 3A Autographic Kodak, imitation leather ..... 2.50
No. 1A Autographic Kodak Special.... 3.75
No. 3 Autographic Kodak Special..... 3.75
*Discount 33⅓%.*

## PRINTING FRAMES

Brownie No. 1 .....$ .15
*Discount 40%.*

EASTMAN PRINTING FRAMES:

2½ x 4¼ ..... .30
3½ x 3½ ..... .30
3¼ x 4¼ ..... .30
3¼ x 5½ ..... .30
3¼ x 5½ (for plates)..... .35
4 x 5 ..... .30
5 x 7 ..... .40
*Discount 50%.*

*Lots of 100 assorted 50 and 10%.*

## KODAK DOUBLE PLATE HOLDERS

For No. 3 Folding Pocket Kodak (3¼ x 4¼) .....$ 1.25
For No. 4 Bullet Special (Old Style)
For No. 4 Bullet Special (Model C), No. 4 Cartridge Kodak,
No. 4 Eastman Plate Camera, No. 4 Screen Focus Kodak, or
No. 4 Folding Pocket Kodak (4 x 5).... 1.25
For No. 3A Folding Pocket Kodak or No. 3A Special Kodak (3¼ x 5½)... 1.25
For No. 4A Kodak (4¼ x 6½)..... 1.50
For No. 5 Cartridge Kodak (5 x 7) .... 1.50
*Discount 33⅓%.*

## TRIPODS

Bulls-Eye .....$ 1.75
Standard ..... 2.50
*Discount 40%.*

## TRIMMERS AND TRIMMING BOARDS

No. 2 Eastman Trimming Board.....$ 6.00
No. 4 Eastman Trimming Board..... 10.00
*Discount 40%.*

EASTMAN TRIMMER:

No. 10 .....$ 7.00
No. 15 ..... 10.00
No. 20 ..... 14.00
*Discount 33⅓%.*

*Lots of 1 doz. assorted 33⅓ and 10%.*

R. O. C. TRIMMER:

No. 1 .....$ 1.75
No. 2 ..... 2.00
No. 3 ..... 2.50
No. 4 ..... 3.00
*Discount 33⅓%.*

*Lots of 1 doz. assorted 33⅓ and 10%.*

Brownie Developing Box No. 2.....$ 1.50
*Discount 33⅓%.*

TRANSPARENT TRIMMING GAUGES:

For Kodak Trimming Board No. 2....$ .35
For R. O. C. Trimmer No. 3.....$ .35
For R. O. C. Trimmer No. 4..... .35
*Discount 33⅓%.*

EASTMAN ADJUSTABLE LENS HOOD:

No. 0 .....$ 1.75
No. 1 ..... 2.25
No. 2 ..... 2.75
*Discount 40%.*

Brownie Enlarging Camera Illuminator..$ 3.50
*Discount 33⅓%.*

Desk Box for Studio Register System..$ 1.25
*Discount 25%.*

PRINT ROLLERS:

Kodak Print Roller, double, 6 inch...$ .75
Flexo Print Roller, single, 4 inch... .25
*Discount 33⅓%.*

Eastman Print Roller, single..... 3.00
Eastman Print Roller No. 1, double.. 3.00
*Discount 40%.*

EASTMAN TRANSPARENT BACK SWIVEL PRINTING FRAME:

8 x 8 .....$ 7.50
10 x 10 ..... 9.00
*Discount 25%.*

## ROCHESTER OPTICAL DEPARTMENT GOODS

Premo Junior No. 1 .....$ 2.50
Premo Junior No. 1A ..... 3.50
Premo Junior No. 3 ..... 4.50
Premoette Jr. No. 1 ..... 6.00
Do., with Planatograph Lens ..... 8.00
Do., with Kodak Anastigmat Lens, f.7.7 13.00
Premoette Senior, 2½x4¼. Kodak B.B. Shutter. Rapid Rectilinear Lens.... 12.00
Do., 3¼x4¼ ..... 12.00
Do., 3¼x5½ ..... 15.00
Do., with Kodak Anastighat f.7.7 lens, 2½x4¼ ..... 17.00
Do., 3¼x4¼ ..... 17.00
Do., 3¼x5½ ..... 20.00
Cartridge Premo No. 00 ..... 1.00
Cartridge Premo No. 2 ..... 2.50
Cartridge Premo No. 2-A ..... 3.50
Cartridge Premo No. 2-C ..... 4.50
Folding Cartridge Premo No. 2 ..... 6.50
Do., with Rapid Rectilinear lens..... 8.00
Folding Cartridge Premo No. 2-A..... 8.00
Do., with Rapid Rectilinear lens..... 10.00
Folding Cartridge Premo No. 2-C..... 10.00
Do., with Rapid Rectilinear lens ..... 12.00
Folding Cartridge Premo No. 3-A..... 11.00
Do., with Rapid Rectilinear lens ..... 13.00

| | |
|---|---|
| Premo No. 8, 4x5 | $ 17.50 |
| Do., 3¼x5½ | 18.50 |
| Do., 5x7 | 22.50 |
| Do., with Kodak Anastigmat f.7.7 lens, 3¼ x 5½ | 23.50 |
| Premo No. 12 | 18.00 |
| Do., with Kodak Anastigmat lens, f.7.7 | 23.00 |
| Do., with Compound Shutter and Bausch & Lomb Kodak Anastigmat lens, f.6.3 | 38.00 |
| Do., with Optimo Shutter and Bausch & Lomb Kodak Anastigmat lens, f.6.3 | 48.00 |
| Do., with Bausch & Lomb Special Anastigmat lens, f.6.3 | 39.00 |
| Do., with Kodak Anastigmat lens, f.6.3 | 43.00 |
| Do., with Bausch & Lomb Tessar Series 11b lens, f.6.3 | 57.00 |
| Do., with Bausch & Lomb Tessar Series 1c lens, f.4.5 | 59.00 |
| Premo No. 9 3¼x5½ | 35.00 |
| Do., 4x5 | 35.00 |
| Do., 5x7 | 40.00 |
| Do., with Kodak Anastigmat f.7.7 lens 3¼x5½ | 40.00 |
| Do., 4x5 | 40.00 |
| Do., with Kodak Anastigmat lens, f.6.3 and Optimo Shutter 3¼x5½ | 63.00 |
| Do., 4x5 | 63.00 |
| Do., with Bausch & Lomb Kodak Anastigmat lens, f.6.3 and Optimo Shutter, 3¼x5½ | 69.50 |
| Do., 4x5 | 69.50 |
| Do., 5x7 | 88.50 |
| Premo No. 10, 5x7 | 75.00 |
| Do., with Bausch & Lomb Kodak Anastigmat lens, f.6.3, and Optimo Shutter | 124.00 |
| Do., with Bausch & Lomb Protar Series VIIa lens and Optimo Shutter | 156.00 |

*Discount 40%.*

| | |
|---|---|
| R. O. C. View Camera, 5x7 | $ 17.50 |
| Do., 6½x8½ | 20.00 |
| Do., 8x10 | 22.50 |
| R. O. C. View Outfit, 5x7 | 35.00 |
| Do., 6½x8½ | 45.00 |
| Do., 8x10 | 53.00 |
| Empire State View Improved 11x14 | 60.00 |
| Eastman View Camera No. 1, 5x7 | 28.00 |
| Do., 6½x8½ | 30.00 |
| Do., 8x10 | 32.00 |
| Eastman View No. 1 Outfit, 5x7 | 45.00 |
| Do., 6½x8½ | 54.00 |
| Do., 8x10 | 62.00 |
| Do., with Rapid Rectigraphic instead of Symmetrical lens, 5x7 | 56.00 |
| Do., 6½x8½ | 66.00 |
| Do., 8x10 | 76.00 |
| Eastman View Camera No. 2, 5x7 | 35.00 |
| Do., 6½x8½ | 38.00 |
| Do., 8x10 | 40.00 |
| Do., 7x11 | 45.00 |
| Eastman View Camera No. 2 Outfit, 5x7 | 52.00 |
| Do., 6½x8½ | 62.00 |
| Do., 8x10 | 70.00 |
| Do., 7x11 | 75.00 |
| Do., with Rapid Rectigraphic instead of Symmetrical lens, 5x7 | 63.00 |
| Do., 6½x8½ | 74.00 |
| Do., 8x10 | 84.00 |
| Do., 7x11 | 89.00 |

*Discount 40%.*

## PREMO PLATE HOLDERS

| | |
|---|---|
| 3¼x4¼ | $ 1.25 |
| 3¼x5½ | 1.25 |
| 4x5 | 1.25 |
| 5x7 | 1.50 |

*Discount 33⅓%.*

## EASTMAN VIEW PLATE HOLDERS

| | |
|---|---|
| 5x7 | $ 1.50 |
| 6½x8½ | 1.60 |
| 7x11 | 1.75 |
| 8x10 | 1.75 |

*Discount 33⅓%.*

## UNIVERSAL PLATE HOLDERS

| | |
|---|---|
| 5x7 | $ 1.50 |
| 6½x8½ | 1.60 |
| 8x10 | 1.75 |

*Discount 33⅓%.*

## R. O. C. PLATE HOLDERS

| | |
|---|---|
| 5x7 | $ 1.25 |
| 6½x8½ | 1.35 |
| 8x10 | 1.50 |

*Discount 33⅓%.*

## EASTMAN PORTRAIT FILM HOLDERS

| | |
|---|---|
| 5x7 | $ 1.25 |
| 6½x8½ | 1.35 |
| 7x11 | 1.50 |
| 8x10 | 1.50 |

*Discount 33⅓%.*

## PREMO CARRYING CASES

| | |
|---|---|
| For Premo Jr. No. 1 | $ 1.00 |
| Do., No. 1A | 1.00 |
| Do., No. 3 | 1.25 |
| Sole Leather Carrying Case, with strap, for Premoette Sr. No. 1A | 2.75 |
| Do., for Premoette Sr. No. 3 | 2.75 |
| Do., for Premoette Sr. No. 3A | 3.50 |
| Carrying Case with Shoulder Strap for No. 2 Cartridge Premo | 1.10 |
| Do., for No. 2C Cartridge Premo | 1.35 |
| Do., for No. 3A Folding Cartridge Premo | 1.35 |

*Discount 40%.*

## COMBINATION TRIPOD

| | |
|---|---|
| No. 2½ | $ 3.50 |
| No. 3 | 4.00 |
| No. 4 | 5.00 |

*Discount 33⅓%.*

## PREMO NEGATIVE RACKS

| | |
|---|---|
| No. 1 | $ .25 |
| No. 2 | .35 |

*Discount 40%—No quantity price.*

## ADVANCED

On Oct. 5th we made the following advances in the list prices of R. O. C. Post Card Cameras and Extra Reversible Backs.

| | |
|---|---|
| R. O. C. Post Card Cameras - | $15.00 |
| Extra Reversible Backs, either 3¼ x 4¼, 3¼ x 5½ or 4 x 5 - | 3.00 |
| Extra Reversible Back 5 x 7 - | 3.50 |

Discount 40%.

## CHEMICALS ADVANCED

We were obliged to advance the selling prices of the following chemicals, Sept. 28, just after the *Kodak Trade Circular* for October went to press:

### MURIATIC ACID C. P.

| | |
|---|---|
| 1 oz. bottle, | $ .23 |
| ¼ lb. " | .29 |
| ½ lb. " | .37 |
| 1 lb. " | .45 |

Discount, 33⅓%.

### SULPHURIC ACID C. P.

| | |
|---|---|
| 1 oz. bottle, | $ .23 |
| ¼ lb. " | .32 |
| ½ lb. " | .38 |
| 1 lb. " | .48 |

Discount, 33⅓%.

### TARTARIC ACID

| | |
|---|---|
| 1 lb. bottle, | $1.50 |

Discount, 33⅓%.

### ALUM CRYSTALS

| | |
|---|---|
| 1 lb. carton, | $ .25 |

Discount, 33⅓%.

### ALUM POWDERED

| | |
|---|---|
| 1 lb. carton, | $ .25 |
| 5 lb. tin, | 1.20 |

Discount, 33⅓%.
50 lb. lots assorted, 33⅓ and 10%.
100 lb. drum, 14c net per lb., f. o. b. Rochester, N. Y.

### ALUMINUM CHLORIDE

| | |
|---|---|
| 1 oz. bottle, | $ .20 |

Discount, 33⅓%.

### LEAD NITRATE

| | |
|---|---|
| 1 oz. bottle, | $ .15 |
| 1 lb. " | .50 |

Discount, 33⅓%.

### MERCURY BICHLORIDE

| | |
|---|---|
| 1 oz. bottle, | $ .29 |
| ¼ lb. " | 98 |
| ½ lb. " | 1.85 |
| 1 lb. " | 3.60 |

Discount, 33⅓%.

### POT. BROMIDE

| | |
|---|---|
| 1 oz. can, | $ .20 |
| ¼ lb. " | .60 |
| ½ lb. " | 1.10 |
| 1 lb. " | 2.10 |
| 5 lb. tin, | 10.30 |

Discount, 33⅓%.

### POT. CARBONATE

| | |
|---|---|
| ½ lb., | $1.10 |
| 1 lb., | 2.10 |

Discount, 33⅓%.

### POT. FERRICYANIDE

| | |
|---|---|
| 1 oz. bottle, | $ .49 |
| ¼ lb. " | 1.67 |
| ½ lb. " | 3.20 |
| 1 lb. " | 6.25 |

Discount, 33⅓%.

### SODIUM BISULPHITE

| | |
|---|---|
| 1 oz. bottle, | $ .13 |
| ¼ lb. " | .20 |
| ½ lb. " | .25 |
| 1 lb. " | .40 |
| 5 lb. can, | 1.75 |

Discount, 33⅓%.

Oct. 5th.

### SODIUM HYPOSULPHITE

Shipped in kegs and barrels direct to dealers from New York storehouse will be supplied at the following prices:

| | Net Per Keg |
|---|---|
| Carload lots, Pea Crystal (350 kegs) | $1.65 |
| Granular | 1.70 |
| 100 keg lots, Pea Crystal | 1.70 |
| Granular | 1.75 |
| 25 keg lots, Pea Crystal | 1.70 |
| Granular | 1.75 |
| 10 keg lots, Pea Crystal | 1.80 |
| Granular | 1.85 |
| 5 keg lots, Pea Crystal | 1.80 |
| Granular | 1.85 |

Quotations on one and two keg lots of Pea Crystal and Granular remain as heretofore.

| | Per 100 lbs. |
|---|---|
| Barrels with carload lots (350 lbs.) | |
| Pea Crystal | $1.55 |
| Granular | 1.60 |
| Barrels with 100 keg lots (350 lbs.) | |
| Pea Crystal | 1.60 |
| Granular | 1.65 |
| Barrels with 25 keg lots (350 lbs.) or less when desired exclusive of keg lots. | |
| Pea Crystal | 1.70 |
| Granular | 1.75 |

Supplied in kegs and barrels as listed direct to dealers in Chicago and San Francisco branch territory, f. o. b., East Chicago, at a net advance of 15 cents per cwt. Refer such orders to Chicago Branch.

**SODIUM HYPOSULPHITE, *Cont'd.***

The above prices are subject to the usual 2% cash discount and are figured f. o. b. New York, N.Y., or East Chicago, as ordered. All other orders, however, should be forwarded to factory, Rochester, N. Y., except from dealers in New York branch territory.

## THE NEW PRICES

We can't keep them down any longer. Increased labor cost, increased cost of materials, increased cost of everything that goes into the make-up of a camera, to say nothing of the direct war tax on the cameras themselves, have at last proved too much for us. We have got to pass them along to the final consumer. Immediately following the outbreak of war in Europe, our export trade increased enormously. Then came along also a big increased home consumption. How the wheels did whirl. For the past three years we have made cameras in such quantities as they never were made before. In the face of rising costs of labor and material we have, therefore been able to keep our selling price at the old level because of decreased "over-head" and a willingness to sacriface a part of our profit.

But it can't be done any longer. The big costs are too big. The new prices are published herewith. They have been advanced but a study of them will show the advances to be so moderate as to clearly indicate that we have raised them only from necessity—not because of opportunity.

## FILTERS ADVANCED.

We made the following advances in prices of Wratten & Wainwright Filters, Oct. 4th:

**WRATTEN & WAINWRIGHT FILTERS:**

Mounted circles in light metal cells B glass.

| | |
|---|---|
| ¾ inch | $1.60 |
| 1 inch | 1.70 |
| 1¼ inch | 1.90 |
| 1½ inch | 2.10 |
| 1⅝ inch | 2.20 |
| 1¾ inch | 2.30 |
| 2 inch | 2.80 |
| 2⅛ inch | 3.00 |
| 2½ inch | 4.00 |
| 3 inch | 5.00 |

Larger sizes will be made special only and quotations will be given on request.

Discount, 33⅓%.

**WRATTEN "M" FILTERS:**

| | |
|---|---|
| 2 inches square, set of nine in gelatine film | $ 2.50 |
| 2 inches square cemented in glass | 1.40 |
| 2 inches square cemented in glass, set of nine in leather case | 14.00 |
| 4 inches square cemented in glass | 4.50 |
| 4 inches square cemented in glass, set of nine in leather case | 40.00 |

Discount, 33⅓%.

## HYDROMETERS ADVANCED

It became necessary, Oct. 5th to advance the list price of Eastman Tested Hydrometers and until further notice the prices will be as follows:

List Price, - - - $1.25
Discount 33⅓%.
Gross lots 33⅓ and 10%.

## BRASS FORMS:

Owing to advances in the cost of the metal it became necessary to readjust the prices of Brass Forms, Oct. 9th:

| | | | |
|---|---|---|---|
| No. | 00 | Oval 1⅜x2 | $ .50 |
| " | 1 | " 2x2¾, old ¼ Cabinet, | .55 |
| No. | 2 | Oval 3x4 1 16, ¼ Cabinet, | .65 |
| No. | 3 | Oval 3x7/16 x 4-15 16, Cabinet, | .70 |
| No. | 4 | Oval 2-5 16x3-7/16 | .65 |
| " | 5 | " 3-¾x5¾ | .95 |
| " | 6 | " 4¼x6 | 1.00 |
| " | 9 | Circle 2¼ inches | .65 |
| " | 10 | " 3 inches | .65 |
| " | 11 | " 3¼ inches | .65 |
| Style | A | Oval 1-7 16x2-7/16 | .50 |
| " | B | " 1-⅞x3⅛ | .55 |
| " | C | " 2-9 16x5-1/16 | .65 |
| " | D | " 1-⅜x2-11 16 | .50 |
| " | E | " 2¼x4 | .65 |
| " | F | " 2½x5-1/16 | .65 |
| " | G | " 2⅛x5-⅝ | .75 |
| " | H | " 1-13/16x3-9/16 | .55 |
| " | J | " 2¾x5-3 16 | .65 |
| " | K | " 3-1 16x6-⅜ | .75 |
| " | L | " 1⅞x2-11 16 | .50 |
| " | M | " 2½x3½ | .55 |
| " | N | " 1¼x1¾ | .50 |
| " | O | " 4¼x6½ | 1.60 |
| " | P | " 5x7 | 1.70 |
| " | Q | " 6x8 | 1.85 |
| " | R | " 7x9 | 2.10 |
| " | S | " 8x10 | 2.35 |

Discount, 40%.

## "READY-TO-USE" DEALER ADVERTISEMENTS

You will receive, shortly, a circular illustrating about ten "ready-to- use" dealer advertisements for your holiday and winter advertising. This "ready-to-use" idea is a new departure for us and unique, in that each one of these advertisements gives publicity to some of the other goods you sell, as well as Kodaks. We have tried to make the Series attractive and eye-compelling and it remains for you to determine whether these advertisements are going to be the huge success we expect of them. For a number of years, we have supplied cuts of illustrations only, and suggested the copy that could be used, but the printer has often given you a bad typographical display, with the result that you did not get the attention value or action out of the advertisement that you were entitled to receive. We believe the keynote of good advertising is simplicity and uniformity. These are the fundamental ideas behind Kodak advertising and no one can say that it has not succeeded. In the "Dealer Service Series" we have carried out the same idea—we have offered the services of our advertising department for your business.

We have classified our dealers as best we can, and prepared separate advertisements to fit the business, such, for instance, as Sporting Goods, Stationers, Druggists etc. There's nothing for your printer to do but insert your firm name and address.

When you receive the cut sheet, sit right down and order the advertising cuts you need (order by number) so that we can anticipate the demand and get them to you in time for your Christmas advertising. The cuts are sent gratis.

## CHANGE IN DISCOUNT

The discount on Ruby and Orange Glass was reduced on Oct. 5th to 40 and 10%. The list prices remain the same.

## BELT CASE FOR NO. 1 PREMOETTE JR.

The No. 1 Premoette Jr. is so small and compact as to be a particularly desirable camera for the use of soldiers or sailors, and in order to make it more convenient to carry we have made up an attractive tan sole leather Belt Carrying Case. As its name implies, the case is carried on the belt by passing the latter through slits in the case.

Anticipate your demands and have plenty of them on hand ready for the call.

PRICE

Belt Carrying Case for No. 1 Premoette Jr. . . . $2.50
Discount 40%.

## PHOTO CASE FOR SOLDIERS

They're a long way from home—Our Boys, whether they are a few miles back of the trenches or in training camps here doesn't matter, they experience at times the same monotony—the same homesickness that is acknowledged to be the worst enemy to army or navy morale. It is the duty of those of us who cannot go—the duty of the families and friends of these boys to keep them cheerful and nothing will help more than Kodak pictures.

This is the message we have driven home repeatedly to the public in the last few months and there is no doubt that this publicity has brought a greater demand for Kodaks and Kodak supplies.

Right in line with this movement to get people to send Kodak Prints to the boys, comes the "Service Photo Case" which is a convenient means for carrying the prints. The boys need this sort of thing and you should find a ready market for them. They are made of brown imitation leather, are durable and either size will accommodate three print sizes. If leather is preferred the Pocket-foto is just the thing.

PRICES

Service Photo Case:

Size A—For 2½ x 4¼ prints, with extra mat for Vest Pocket or 2¼ x 3¼ prints, . . . . $ .75
Size B—For 3¼ x 5½ prints, with extra mat for 2⅞ x 4⅞ or 3¼ x 4¼ prints, . . . . .90
Discount 40%.

## NO ALLOWANCE FOR DAMAGE

We are sometimes called upon to make replacements for damaged hard rubber goods.

In the future such will not be allowed, as all our goods are carefully packed by experienced packers, and we disclaim all responsibility after the goods are placed in the hands of the transportation company.

Only goods defective in manufacture will be replaced, other claims for damage should be made to the transportation company, at the time the goods are received.

## DISCONTINUED

Hereafter we will be unable to supply the Kodak Automatic Shutter. This is listed as a special equipment for Nos. 3 and 3A Kodaks with R. R. lenses, and 3A Kodak with *f.* 7.7 lens.

## *Kodak Pictures from Home*

Keep your Kodak busy for the sake of the lads in the trenches, the boys in camp and on shipboard.

RICHARD ROE & CO., 1201 TRIPOD AVENUE.

Street Car Sign No. 796.

## *Kodak knows no dark days*

With the Kodak Flash Sheets and Holder, your Kodak always is at your service.

RICHARD ROE & CO., 1201 TRIPOD AVENUE.

Street Car Sign No. 797.

*Let the Children*

KODAK

Street Car Sign No. 798.

***ORDER YOUR CAR SIGNS NOW!***

*FOR TRADE CIRCULATION ONLY.*

Eastman Kodak Company

# Trade Circular.

*"FOR YOUR INTERESTS AND OUR OWN"*

Vol. XIX., No. 1 ROCHESTER December, 1917

## "Over the Top."

Let's go "over the top" this Christmas. There never was a better chance; never a bigger issue. There are thousands of our boys in training camps, on the high seas and even in the trenches. What is Christmas going to mean to them without a message from home, and how can a message from home be translated into real sympathetic action, better than with Kodak pictures of home, from home? We at home, are giving and doing all we can to keep our boys cheerful. It's a nations job—it's our job—it's your customer's job and we are all equal to it.

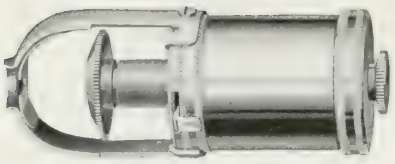
There never was a stronger appeal to Kodak; never a bigger incentive, nor a greater cause. Drive it home at every opportunity that Kodak pictures with their sentiment and heart tingles, are the greatest gifts the soldiers and sailor boys can receive.

You are armed with effective literature; with car signs and you will have received by this time a beautiful set of window cards—Kodak, Graflex and Premo—with which to tell the story.

And lastly, we sent you a few days ago a booklet showing eleven carefully prepared dealer advertisements for your local newspapers. These advertisements are unique in that they talk about the other goods in your store, as well as Kodak goods (See back cover). They are all ready for the press as soon as your printer sets in your name and address in the space at the bottom, and they're free for the asking. Order by numbers. You will find the number at the bottom of each cut in the booklet, "Eleven Business Talks with Your Customers."

Order to-day before it's too late.

Let's go "over the top."



## THE KODAK SELF TIMER.

### *"It presses the button"*

With the Kodak Self-Timer there's plenty of time for the one who is taking the picture, to get into the group and strike the right attitude before the self-timer clicks the shutter. The time between the release of the Self-Timer and the actual clicking of the shutter is controlled by the air-lock screw at the bottom and delayed speeds of approximately one-half second to three minutes may be had by turning the screw to the left or right. The Timer, of course has no influence whatsoever on the shutter speeds, it being simply a means of releasing the shutter without the aid of the operator.

There has been a very considerable demand for a device of this kind and no doubt many of your customers will want them.

Send us your order early so that the Christmas group pictures can be made this year with the Kodak Self-Timer and include the one that has usually been left out of the family group.

Kodak Self Timer, - - $1.25
Discount, 33⅓.

## V. P. KODAK FITTED WITH R. R. LENS

And now a Rapid Rectilinear lens for the little Vest Pocket Kodak.

This fills the gap between the single lens equipment and that of the anastigmats; it drives home another powerful argument in favor of the V. P. Kodak. In every detail of construction except in lens equipment, it is just like the $7.00 V. P. K., having the same length of focus as the single lens and the body is all-metal with a black enamel finish.

We fully expect to be overwhelmed with orders for this equipment and just as soon as we can get the machinery under motion to let the public know about it through our magazine advertising campaign, you are going to be kept busy selling them.

Don't underestimate the demand, for every "boy" leaving for the training camp is a possible customer and the parents of the "boys" who have already gone may want to send them Vest Pocket Kodaks with R. R. lens equipments.

The specifications except the lens are the same as for the $7.00 V. P. K.

PRICE

Vest Pocket Autographic Kodak, with Rapid Rectilinear lens Speed U. S. 8, - - - - $8 50
Discount 33⅓%

The demand for enlargements from the amateur's own negatives is steadily on the increase. Here is your opportunity to suggest the new Kodak Enlarging Outfit, or the Brownie Enlarging Camera.

## NEW BELT CASES.

### KHAKI BELT CASE FOR VEST POCKET KODAK

With the new Khaki Belt Case, here illustrated, the little Vest Pocket Kodak may be carried without encroaching on other carrying accommodations and in perfect security. It solves the problem of Kodak space for anyone on a hunting, fishing or canoeing trip, or on any occasion where space—even for the V. P.—is limited.

The case is made of Khaki; is strengthened on the sides with leather and as its name would imply, has a slit in the back to permit the belt to be inserted.

Do not wait to order them when you get the request. Have them on hand and suggest them to those that you know have Vest Pocket Kodaks.

Khaki Belt Case for V. P. Kodak $.75
Discount 33⅓%

### BELT CASE FOR NO. 1 AUTOGRAPHIC KODAK JR.

There has been a demand for a belt carrying case for the No. 1 Junior since this little instrument is so small and light as to be easily carried in that way. The case makes it possible to carry—and easily—this Kodak on hunting or canoeing trips without crowding anything else out of the equipment.

Like the Belt Case announced in September 1916, for the V. P. K., it is made of russet color sole leather—is very durable, neat and attractive.

Have a stock of them ready for the call.

Belt Case for No. 1 Kodak Jr. $2.75
Discount 33⅓%

Khaki Belt Case for V. P. K.

## CHEMICALS ADVANCED

On October 27th we advanced the selling prices of the following:

### SODIUM SULPHITE (DES.)

| | | |
|---|---|---|
| Bottle | 1 lb. | $ .35 |
| " | 5 lbs. | 1 30 |
| Can | 1 lb. | .27 |
| " | 5 lbs. | 1.10 |
| Tin | 25 lbs. | 5.25 |

Discount, 33⅓%.

Wood Drum — 100 lbs. per lb. .12½ net

### SODIUM ACETATE:

| | | |
|---|---|---|
| Bottle | 1 oz. | $ .15 |
| " | ¼ lb. | .25 |
| " | ½ lb. | .40 |
| " | 1 lb. | .75 |

Discount, 33⅓%.

### SODIUM BICARBONATE:

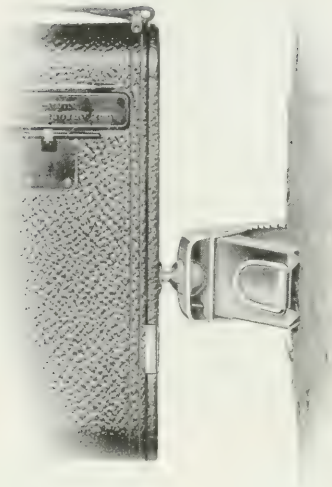
| | | |
|---|---|---|
| Carton | 1 lb. | $ .15 |

Discount, 33⅓%.

### ARTURA SEPIA SALTS:

| | |
|---|---|
| Cartridge | $ .20 |
| Box of 6 cartridges | 1.00 |

Discount, 33⅓%.



## THE KODAPOD.

Very often carrying space is too limited to take along a tripod and a little Kodapod tucked away in the pocket will answer the purpose just as well when a tree, fence, or similar object is near at hand.

The Kodapod is held in place firmly by a strong spring, the jaws having a grip like a bull dog. By means of the clamping screw (not shown in the illustration) the ball may be loosened to allow the camera to be adjusted to the correct vertical, or horizontal position.

There are a good many of your customers who will want the Kodapod if you give them an opportunity to see it.

How many can we send you?

PRICE

Kodapod, - - - $1.25
Discount, 33⅓%.

## NEW CASE FOR PREMO NO. 9

We are prepared to supply Imitation Leather Carrying Cases for Premo No. 9 as follows:

PRICE

| | |
|---|---|
| Imitation Leather Carrying Case for Premo No. 9, and five holders, 4x5 - - - - - | $3.00 |
| Do., 3¼x5½ - - - - - | 3.00 |
| Do., and four plate holders, 5x7 | 3.50 |

Discount, 40%.

## A FREE COURSE IN KODAK FINISHING

Enlist now in the better customer service offered by our Educational Department. Send the manager of your Kodak Finishing Department to us and let us give him some "pointers" on the latest efficiency methods in developing and finishing. The course is free—the use of the materials is free. There's just one stipulation, he must come to Rochester as *the course is not a correspondence course.*

We cannot be satisfied with good enough these days, it must be the best.

Enroll now, addressing your application to: Educational Department, Eastman Kodak Co., Rochester, N. Y.

## HELD UNTIL CHRISTMAS

Kodakery subscriptions received by us between December 15th and Christmas, will be held until after Christmas, before mailing the first number of the magazine.

The reason is perfectly obvious since you will sell a lot of cameras intended for Christmas presents.

## NEW SIZE X-RAY DEVELOPING POWDER

There has been a considerable demand for Eastman X-Ray Developing Powders in a smaller size which would be suitable for making 6 ounces of solution instead of 12 ounces to a powder.

We are now prepared to supply Eastman X-Ray Developing Powders No. 1 which may be used for the developing of Dental Films, as well as complying with the smaller demands for a developer for plates and films in regular X-Ray work.

If anyone in your vicinity is doing this class of work you should have a supply of these powders on hand. Let them know that this is a new size and will prove economical, where small quantities are to be developed at a time.

PRICE

Eastman X-Ray Developing Powder No. 1:
Package of 6 powders, each Powder sufficient for 6 ozs. of solution - $.50
Discount, 33⅓%.

## ORDERS FOR X-RAY DEVELOPING POWDERS.

In order to avoid confusion in the orders for Eastman X-Ray Developing Powders, we will, in the future bill the small package (announced in this issue) as No. 1; the medium size package containing six powders, each powder sufficient to prepare 12 ozs. of solution, as No. 2 and the large package sufficient for one gallon of solution, as No. 3.

Please arrange to order by number so that there may be no mistakes made in filling your orders.

## ORDER DENTAL FILMS AS LISTED.

Eastman Dental X-Ray Films are packed in one dozen pairs and in three dozen pairs. Some dealers do not seem to understand this and order these films by the gross, counting 24 films in each package of one dozen pairs. There are others who also order by the gross, but consider that one dozen pairs are equivalent to one dozen films in the gross order.

This is confusing and often we have to write to find out whether it was the dealers intention to order a gross of films or a gross of pairs.

To avoid all this uncertainty and delay in filling the orders, please order in packages of dozen pairs as listed in the Condensed Price List.

## FREIGHT AND EXPRESS SHIPMENTS.

### FREIGHT

Everyone of us must appreciate that at this time, freight shipments are unusually heavy and when such conditions prevail there are bound to be delays that are unavoidable.

Government shipments are especially heavy and these take precedence over all others. Food supplies and perishable goods come next and lastly merchandise. The result is that merchandise is often pretty seriously delayed. We are doing all in our power to eliminate such delays and we appreciate that no one can be seriously blamed if delays do occur under such conditions. And in the trying winter months that are before us we must one and all learn to

exercise patience and not expect from the over-burdened transportation companies the service they are prepared to give under normal conditions. In some cases it is necessary to route shipments in a round-about way, as a good many cities are embargoed for varying periods on a direct railroad line, but open on one that is more or less indirect.

We are receiving, continually, request for tracers to ascertain the delays. As a matter of fact we must get accustomed to these delays and tracers do not always give the desired result.

Let us all be patient and try to understand that conditions are now abnormal and that the best way to meet the situation is to order goods a week or two earlier than we would under ordinary circumstances.

### EXPRESS

Express shipments are uncertain too. Practically the same conditions are encountered as with freight shipments so far as delays are concerned.

A great many of our express shipments consist of more than one piece. This is absolutely necessary in many cases and especially so, when chemicals are included in the order. Acids and chemicals for example, cannot be packed with film. And flash goods must be packed separately. But, when express shipments of more than one piece leave our shipping department, they go together under one express receipt and are entitled to one billing and one charge for the entire shipment. Every package in each separate shipment is marked with the invoice number and number of packages, or pieces, in the entire shipment, as (on 2), or (on 3), — the numeral denoting the number of packages in the shipment—and you can tell at once, by referring to any one of the packages, how many are in the shipment. At any rate, they all leave our shipping department together, but, as it is sometime the case, the expressmen do not keep the packages together and often they are billed separately and charged separately. This not only means delay in the delivery to you but it also means that the express company charges you for two or more shipments while you are entitled to one billing and one charge.

This is, of course, beyond our power to correct, but it is always advisable to check the number of packages in each shipment every time and if short take the matter up with the express company for adjustment.

## PRICE CHANGES

Please note the revisions in the prices of the following and the dates on which these changes became effective.

### PHOTO PASTE
November 5th

| | |
|---|---|
| Packed in glass jars and pails: | |
| 4 oz. glass jar - - - - | $ .15 |
| 8 oz. " " - - - - | .25 |
| 16 oz. " " - - - - | .45 |
| 1 gallon pail - - - - | 2.85 |

Discount, 33⅓%.

### LANTERN SLIDE BOXES
November 5th

| | |
|---|---|
| No. 1—Capacity 60 slides - - | $1.75 |
| No. 2—Capacity 120 slides - - | 2.50 |
| No. 3—Capacity 50 slides - - | 3.50 |

Discount, 40%.

### STEREO KODAK SELF-TRANSPOSING PRINTING FRAME
November 5th

List Price - - - - - $2.50
Discount, 33⅓%.

### EASTMAN DEVELOPING BOX
November 7th

No. 2 - - - - - - $4.00
No. 3 - - - - - - 6.00
Discount, 33⅓%.

### MAJESTIC PRINT DRYERS
November 13th

No. 1 - - - - - - $32.50
No. 4 - - - - - - 65.00
No. 5 - - - - - - 65.00
Discount, 25%.

### BLACK PAPER FOR CUTTING MASKS
November 15th

11 x 14, 100 sheets (net) - - $.60

### R. O. C. TUMBLER GRADUATES (MOULDED)
November 15th

| | | | | | |
|---|---|---|---|---|---|
| 2 oz. - - | $.15 | 16 oz. - - - | $.40 |
| 4 " - - | .20 | 24 " - - - | .65 |
| 8 " - - | .25 | 32 " - - - | .75 |

Discount, 40%.

Orders for one gross or more of a size will be filled at the following prices:

| | | | |
|---|---|---|---|
| 2 ounce - - | $ 9.00 | net per | gross |
| 4 " - - | 11 50 | " " | " |
| 8 " - - | 14.50 | " " | " |
| 16 " - - | 27.00 | " " | " |
| 24 " - - | 40.00 | " " | " |
| 32 " - - | 48.00 | " " | " |

### EASTMAN STUDIO REFLECTOR
October 24th

List Price - - - - - $18.00
Discount, 40%

### SOFT LEATHER CARRYING BAGS
October 25th

For Vest Pocket Autographic Kodak - - - - - $1.35
For No. 1 Autographic Kodak Special - - - - - 2.00
For No. 1 Autographic Kodak Jr. 2.00

SOFT LEATHER BAGS—Cont'd.

" " 1 A " " " 2.25
" " 2 C " " " 2.50
" " 1 A Autographic Kodak 2.25
" " 3 " " 2.50
" " 3 A " " 3 00
Discount, 33⅓%.

### APRONS
October 29th

Rubber—No. 1, 40 inch - - $1.00
Do.,— " 2, 46 " - - 1.10
Do.,— " 3, 52 " - - 1.25
Eastman Laboratory—No. 1, 40 in. 1.00
Do.,—No. 2, 46 inch - - 1.10
Do.,—No. 3, 52 " - - 1.25
Discount, 30%.

### SLEEVE PROTECTORS
October 29th

Eastman Laboratory Sleeve Protectors, 14 inch per pair - - $.60
Rubber, 14 inch per pair - - .60
Discount, 33⅓%.

### EASTMAN PLATE TANK PARTS

The following revised prices became effective October 30th:

| | 4 x 5 | 5 x 7 | 8 x 10 |
|---|---|---|---|
| Gaskets - - - | $ .10 | $ .15 | $ .20 |
| Solution Cup - - | 2.00 | 2 50 | 6.00 |
| Cover - - - - | .35 | .60 | 1.25 |
| Plate Cage - - | 1.00 | 1.50 | 3.00 |
| Loading Fixture - | .50 | .75 | 1.00 |
| Adjustible Kit - - | .60 | | 1.25 |
| Kit for 5x7 Tank to take-4¾x6½ Plates | | 1.00 | |
| Do., 4¼x6½ " | | 1.00 | |
| Do., 3¼x5½ " | | 1.00 | |
| Septem - - - | | | .15 |
| Retaining Spring - | | | .15 |
| Metal Insert - - | | .15 | |

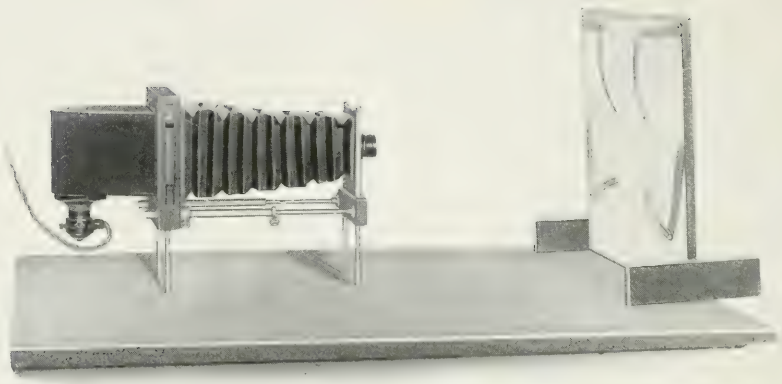
Discount, 25%.

### VELOX DARK ROOM LAMP:
November 24th

List Price - - - - $2.25
Discount, 25%.

## DISCONTINUED

We have discontinued the Hand Bag (Chamoisette) for Vest Pocket Autographic Kodak.



## KODAK ENLARGING OUTFIT.

The Kodak Enlarging Outfit is a new and thoroughly practical instrument for general amateur use. It is small in size and so compact as to be easily stored. When in use, it can be placed on any table, desk or shelf.

Any size enlargement up to the size of the easel (14x17) may be obtained by moving the camera forward or backward from the easel and the holder is adaptable for use with negatives 4 x 6 inches, or smaller. Four jointed spring fingers hold the Bromide paper in position on the easel.

The approximate exposure for an 8 x 10 enlargement on Bromide paper, using an average 4 x 5 negative, a 60-watt Mazda Lamp and stop U. S. 8, will be about (30) seconds.

The outfit is supplied complete with lens and diaphragm, the largest opening of which is U. S. 4, but the equipment does not include the 60 watt Mazda electric light bulb intented for use in the outfit.

The illustration shows the Kodak Enlarging Outfit set up on the table ready for use.

This outfit is just what the amateur, who does his own enlarging, needs. And the amateur finisher whose business does not require the use of the Eastman Enlarging Outfit, will find this one a valuable addition to his equipment. Every Kodak Enlarging Outfit you sell means bigger sales of Eastman Permanent Bromide Paper and the chemicals necessary to their development.

PRICE

Kodak Enlarging Outfit, - - - $12.00
Discount, 33⅓%.

## ORDER RIGHT NOW

We have just a few Meridian Calendars and Greetings Folders left. They're going fast and if you can use more of them, you can still get them by ordering at once.

Consult the October *Kodak Trade Circular* and be sure that your order specifies, not only the number of the calendar, but whether you want gray or brown.

## PRICE CARDS AND SLIPS

### PRICE CARDS:

At the time the prices of cameras were advanced last month, there were, packed ready for shipment,—in our branches—in dealers stores and in transportation, thousands of cameras with price cards in the boxes. These prices have been changed and the price cards are wrong.

Please make a mental note to destroy all such price cards as soon as the boxes are opened.

### SLIPS SHOWING NEW CAMERA PRICES:

Every Kodak and Premo catalogue that is sent out between now and the time the new catalogues (big) are printed next April, will have inserted in them, a slip showing the new prices of cameras and sundries, as of November 1st 1917. These slips have been prepared separately for the Kodak catalogue, Kodak Summer or Winter Booklets, the Premo catalogue and Premo Summer or Winter Booklets.

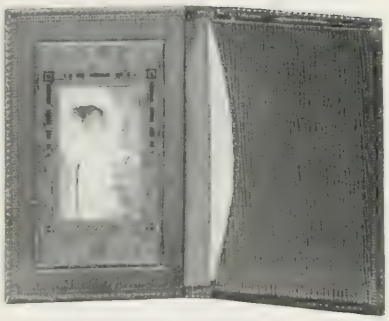
If you have any of these booklets or catalogues in stock let us know how many of each and we will send a sufficient supply of the different slips for you to insert in each. This will eliminate a lot of explaining.

## LANTERN SLIDE SERVICE.

Two years ago we announced a special lantern slide advertising service for Kodak dealers. We have been supplying these slides to a great many dealers and almost invariably they have come back for more. There are soldier subjects and straight advertising appeals—photographically correct and attractive, between the reel acts, features.

We put these slides out in sets of six, as the dealers usually wish about a six week's run, using each slide for one week and then changing.

If you have not already taken advantage of this kind of advertising, give it a trial.



**SERVICE PHOTO CASE**
**Announced Last Month.**

## FUTURE DELIVERY ORDERS

Because manufacturing and transportation conditions are as they are, we will be unable to accept orders for future delivery of any of our products at the prices prevailing at the time the order is given; provided the prices advance before delivery of the goods. In other words, the billing prices will be subject to our selling prices, at the time the order is delivered.

This also applies in instances where dealers order goods for the following month's account. All prices depend on conditions and are subject to change without notice.

## REPAIR DEPARTMENT NOTES

### INVENTORY

In a few days it will be time to start the inventory and that is your opportunity to examine critically every camera you have in stock.

Give instructions to those who are taking the inventory to make sure that no camera in need of repairs goes back on the shelves. Open the camera—try the shutters at every speed—see that the lenses have not been tampered with open the back and be sure that the camera is right and just as you would want it, if you, instead of your customer, were to buy it. If anything is wrong and you can fix it yourself—do it before it gets back into stock. If you cannot repair it, send it to us *now*.

### INSTRUCTIONS ON REPAIRS

Don't think of sending a camera back to us for repairs without perfectly clear instructions as to just what is wrong. It is not difficult to imagine the extra work involved, when a number of cameras are returned and no instructions accompany them.

Remember! If a camera, by any chance, passes our rigid inspection and is shown to be defective it will be repaired free of charge. Also if the camera has been used but never worked right, there will be no charge. But if the repairs are required as a result of carelessness on the part of the operator, a charge is made for the time required to make it right.

*Whatever the trouble may be, do not fail to send full instructions, so that the camera can be properly identified.*

### DON'T TRANSPOSE LENSES

We have said this many times and yet it seems beyond belief—eight cameras came to our repair department in one week and the only trouble with any of them was that lenses in each case had been changed about.

You wouldn't think of going to your optician and picking out a pair of lenses for your glasses and saying: Put these lenses in my mountings, and I guess that pair will answer for close work. Instead you employ an expert to test your eyes and he does the prescribing. It's the same way with a camera. Kodak workmen are the experts who know the lenses that are correct for each camera they make and if the lenses are changed, they should be changed by an expert, otherwise the effect would be just the same as if one adopted any kind of glass and expected to correct defects in eyesight. Even lenses of exactly the same description vary slightly in focus. Each lens is an individual and has to be so treated. Every lens is carefully focused when fitted to its particular camera. In case of the fixed focus cameras the lens is adjusted to a certain point where it works best and in case of the focusing cameras the scale is adjusted. The placing and adjusting of lenses is *our job*.

*For the sake of Kodak results, don't let your clerks, or any alleged expert, transpose the lenses from one camera to another.* It's a hit or miss way that will never work except by chance—and a mighty small chance at that.

---

**One of the new "ready-to-use" advertisements is shown on the back cover.**

# INDEX TO TRADE CIRCULAR

## Vol. XVIII December 1916 to December 1917.

THE NUMBERS INDICATE THE PAGES.


MONTH
PAGE

Accounting, June 1, 2, 3, 4, 5, 6.
Advertising, Feb. 3, 4, 7; Apr. 15; May 11; June 8, 9; July 7; Aug. 1, 2; Sept. 7; Nov. 6.
Advertising Competition, Apr. 12, 13; June 7; Oct. 7.
Albums, Jan. 3, 4; Feb. 2; May 13, 14; Sept. 2, 3.
Anastigmat Lenses, July 3.
Automatic Shutters, Nov. 7.
Azo, Feb. 6, 7; Apr. 13.
Backgrounds, May 6; July 6.
Backing Papers, July 4.
Belt Case, Nov. 7.
Bolting Cloth, July 6; Oct. 2.
Brass Forms, Dec. 4. Nov. 6.
Brownies, July 1, 2; Nov. 1.
Brushes, Dec. 4; May 6, 7; July 6; Sept. 4.
Calendars, Dec. 4; Jan. 1; Oct. 5.
Cameras, March 7.
Card Mounts, Jan. 4, 5; Apr. 10; May 14, 15.
Carrying Cases, Jan. 2; Mar. 2, 3, Oct. 1, Nov. 2, 3.
Chemicals, Dec. 6; Feb. 5, 6; Mar. 4, 7, Apr. 8; May 12, 13; June 9; July 4; Aug. 2, 3; Sept. 6; Oct. 2; Nov. 4, 5.
Cirkut Paper, Oct. 7.
Developing Holders, Racks and Clips, Mar. 5, 6; Apr. 4, 10, 11; May 6; June 7.
Educational Dept. Dec. 7; Jan. 2.
Enlarging Cameras, Nov. 1, 2.
Etching Knives, Jan. 2.
Ferrotype Plates, Sept. 5.
Film Cabinet, May 3, 4; June 10; Aug. 3.
Film, Commercial June 10.
Film Holders, Portrait, May 7.
Film Orders, June 8.
Films, X-Ray, Mar. 5.
Film Tanks, June 11.
Filter Cotton, Oct. 2.
Filters, Apr. 11; May 2; Sept. 5, 6; Nov. 5.
Finger Print Camera, Apr. 8.
Fixing Boxes, June, 7.
Focusing Cloth, Jan. 2; May 6; Aug. 3.
Folmer & Schwing Dept. Goods, Jan. 5, 6, 7; May 8, 9, 10, 11.
Glass, June 7; Oct. 2; Nov. 6.
Glasses, Magnifying and Retouching, Sept. 5; Oct. 2.
Glassing Frames, July 2,

MONTH
PAGE

Graduates, Dec. 4; May 6; Sept. 5.
Holders, July 2, 3.
Hydrometers, Sept. 5; Nov. 5.
Illuminator, Nov. 2.
India Ink, July 3.
Jugs, Feb. 6.
Kodak Banks, Jan. 1; Feb. 1; Mar. 1; Apr. 14.
Kodakery, Dec. 4; Apr. 9; Aug. 6; Sept. 6; Oct. 2, 3.
Kodaks, April, 1, 2, 3, 4; May 1; Nov. 1.
Kodalak, W. P., Oct. 7.
Leather Dressing, Oct. 2.
Lens Hood, Nov. 2.
Masks, May 7.
Mounting Tissue, Sept. 5.
Mounting Press, March 6.
Negative Racks, June 7; Nov. 3.
Negative Washers, Jan. 2.
Orders, March 3, 4; May 2.
Photo Case, Nov. 7.
Plate Holders, Jan. 2; Nov. 2, 3.
Plates, Jan. 1.
Portrait Attachments, Feb. 1.
Post Card Camera, Nov. 3.
Post Office Paper, Jan. 2.
Premo, Mar. 6, 7; Apr. 5, 6, 7; Nov. 2, 3.
Print Dryers, May 2.
Printing Frames, May 2; July 7; Nov. 2.
Print Paddles, Sept. 5.
Print Rollers, Nov. 2.
Print Washers, Feb. 6.
Range Finder, Apr. 1, 2; May 1; June 11; Oct. 6.
Reflectors, June 7; July 6.
Repairs, Jan. 7; Sept. 3.
Retouching Desk, June 7.
Returnable Film and Paper, Feb. 4.
Reversible Backs, Jan. 2.
Scales, Apr. 11; July 6; Aug. 3.
Studio Shutter, F. & S., Aug. 4.
Squeeges, June 7.
Thermometers, July 4; Aug. 2.
Trays, Dec. 7.
Trimmers, Mar. 7; Nov. 2.
Tripod Adapters, Feb. 4.
Tripods, Dec. 7; Mar. 7; Apr. 11; June 7, 11; Nov. 2, 3.
Tubing, Feb. 6; Oct. 2.
Velox, Feb. 6, 7; Apr. 13.
Velox Printing Cabinet, June 7; Oct. 2.
X-Ray Reducing Camera, Sept. 4.

Our store simply radiates the spirit of Christmas. Throughout our displays you will find articles which are especially appropriate as gift suggestions — the useful, lasting kind that make Christmas giving worth while.

Give *her*, or *him*, or *them* a Kodak and you can be assured that your gift will be instructive, enlightening and always enjoyable—a never ending reminder in the Kodak pictures they can make.

PICTURES of home, from home, come closer to the hearts of the boys "over there," than anything else, except letters. Both are National obligations and the best preventives against homesickness. Ask "the boys."

This year, make someone happy with a Kodak.

(Dealer's Name and Address Here)

D. S. No. 4. Complete electro, "ready-to-use."